

E&P

July 7, 1973

Thirty-five cents

Editor & Publisher

® THE FOURTH ESTATE

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SERIALS SECTION LIBRARY
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SECOND CLASS P. O. ENTRY



U. OF ILL. LIBRARY
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 CHICAGO CIRCLE

When the U.S. opened its liaison office in Peking... Keyes Beech was there

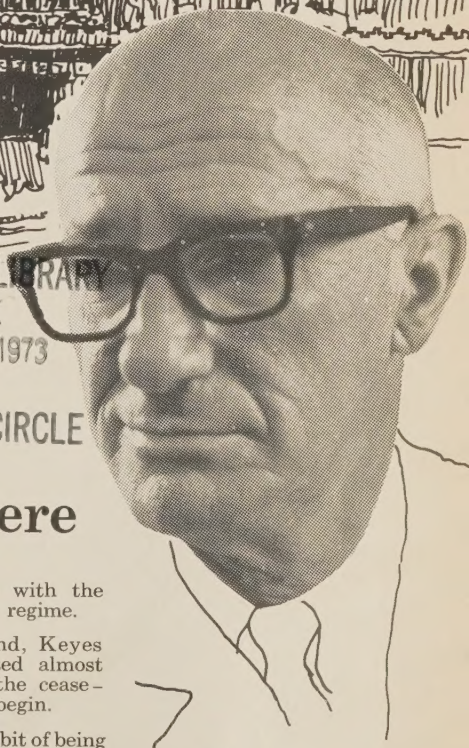
Pulitzer prize winner Keyes Beech of The Daily News Foreign Service was the only correspondent of an American newspaper or news agency (including AP and UPI) in Peking for the historic establishment of the first United States mission there since 1949.

While he was in Peking, Beech got an exclusive interview with Prince Norodom Sihanouk—and was the first to reveal that the deposed ruler

wouldn't negotiate with the present Cambodian regime.

An old Asia hand, Keyes Beech also predicted almost to the day when the cease-fire in Laos would begin.

Beech makes a habit of being first—and often the only—correspondent on a major story in Asia. His kind of aggressive reporting is another bonus editors get regularly with the Chicago Daily News/Sun-Times News Service.



Chicago Daily News

Marshall Field, Publisher



One way or another, San Antonio readers are bound to see The Light

This is no hoked up photograph. Light carrier Jerry Belanger really did press his St. Bernard into service on his newspaper route the day his minibike broke down.

Such determination and resourcefulness help explain why The Light is the leader among San Antonio newspapers. And brand new circulation figures, just released by Audit Bureau of Circulations, show The Light is continuing to increase its lead over the other two papers.

The Light has gained almost 4,000 daily circulation during the past year, while the News has lost more than 3,000. On Saturday, The Light has gained 4,500, the Express/News only 400. On Sunday, The Light has gained 7,000, increasing its lead over the Express/News to 37,069.

Our carriers may not deliver your advertising by St. Bernard, but—one way or another—they'll make sure it's seen, if it's in The Light.

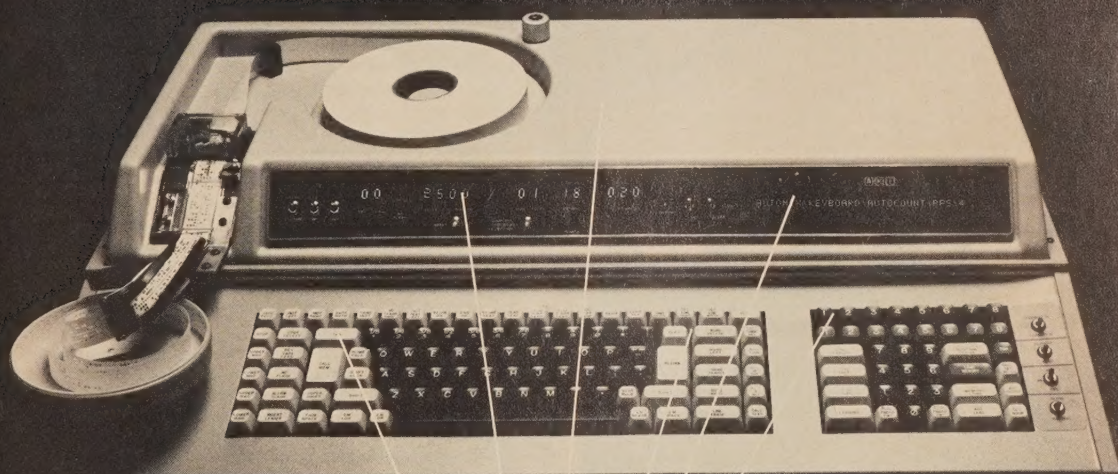
ABC Fas-Fax Report 3-31-73

	LIGHT	NEWS	EXPRESS
Daily	123,560	63,048	84,329
Saturday	119,070	117,900	
Sunday	170,121	133,052	


San Antonio Light

Represented Nationally by Hearst Advertising Service

Set a faster pace for your Pacesetter.



These keys are pre-programmed and labeled for specific Pacesetter bell functions.

Remaining line length is displayed here in picas, points and quarter points.

Width circuit receptacles inside can store width values for up to 56 distinct typefaces. And with our accessory font storage unit, values for over 200 fonts are only a few keystrokes away. Width circuits for one complete Pacesetter disc are included in the base price.

These keys can store up to 32 full formats, and 16 of them can be combined with function or text codes. One keystroke and the complete format or text passage is punched automatically.

Last 32 codes entered are displayed here.

Optional word delete rubs out the last word keyboarded and restores justification range signals and line length counter.

For full details on AKI's Autocount PPS for your Pacesetter call us collect in the West at (206) 747-6960, in the East at (404) 344-9291. Or write our General Sales Manager, Automix Keyboards, Inc., 13256 Northrup Way, Bellevue Washington 98005.

AKI

Editor & Publisher SYNDICATE DIRECTORY

Published July 28, 1973

Deadlines for space
reservations—July 9
Deadline for copy—
July 19



ADVERTISING RATES:

Page	\$875
Two-Thirds	650
One-Half	510
One-Third	385
One-Quarter	\$300
One-Sixth	235
One-Twelfth	145
One-Sixteenth	110

... or your E&P contract rates apply.

**You'd go
a long way to find
a better medium
for your syndicate
advertising...**

EDITOR & PUBLISHER
850 Third Avenue, New York, N. Y. 10022

CATCH-lines

By Lenora Williamson

CARICATURE CRITIC?—When cartoonist Bill Mauldin visited the Omaha Press Club to get a Sigma Delta Chi Award, he autographed the celebrity roll in the Spiro Agnew Press Conference Room and added an Agnew caricature beside his signature. Sometime later, Press Club president Howard Silber noticed the Mauldin sig was still there, but no caricature beside it. Robert McMorris in his *Omaha World Herald* column reports that a club employe used an ink eraser to eliminate the Mauldin drawing, assuming it was an unauthorized bit of graffiti.

* * *

NOW IT CAN BE TOLD—James M. Minifie, who covered Washington for 20 years for the Canadian Broadcasting Corporation, gave away one how-to-beat-the-opposition secret in a talk before the Victoria chapter of the National Secretaries Association. Now retired, James said he loved covering the Senate once he knew his way around, "which means being approved of by the right secretaries." From *them* he learned about the winding iron stairs leading down to the "discreet cubbyhole where senators keep their private stock of bourbon. If I got there early enough I could often get a good quote."

Our hero added that friendship with women working in the Senate print room resulted in a continuous supply of committee prints, voting lists, bills, etc. While James had a male secretary, he preferred women secretaries, and suspects this preference is purely biological.

* * *

GETAWAY DAY—Explained *San Francisco Chronicle* columnist Herb Caen on vacation eve: "My contract says, down there in the agate, that I have to take a vacation whether I want one or not, but when you live in San Francisco, who needs it? Elsewhere is usually nowhere and here is generally better than there . . ."

"Besides, I'm like a mule. You may have noticed the resemblance. Day in, year out, a neurotic mule, tied to the treadmill, grinding out the corn, three phones ringing all day . . . the mail piling up . . . The thousand-word dailiness six days a week . . . But having seen breadlines, I'll take deadlines and let the headlines fall where they may, usually at the bottom of a canary's cage or under a pile of kitty litter."

* * *

JIM BISHOP, TELLING IT LIKE IT WAS being interviewed by a woman from the *London Sunday Mirror*, reminded himself that "an interviewer should never permit himself to be interviewed." Jim reports frantically stuffing scattered newspapers, socks and laundry under the counterpane when the "enquiry desk" of the elegant Savoy Hotel announced arrival of "the lady from the Sunday Mirror" at 10 a.m. one morning. That early hour may have been one reason Jim wrote: "Bookish British interviewers are alike. They are female, in their late twenties, casually dowdy, divorced, have two children under six. They smile perfunctorily, hold the hand at shoulder level, and sweep everything in the room in one glance."

Among the questions was, "Do you believe in Christ?"—a reference to Bishop's best-seller, "The Day Christ Died." Jim answered affirmatively and next day, he found a two-column story headlined: "Friend of Jesus Stops in London."

* * *

OUT OF CONTEXT—"Our language is rapidly becoming a collection of words without meaning," bemoaned *Louisville Courier-Journal* writer John Filitreau in a Sunday piece. John spreads the blame around and includes youth culture and television and newspaper journalists—the latter with their "reportedlys" and "usually reliable sources", etc. The new American language of evasion is "scary", John says. "I was with a friend not long ago when his 6-year-old son asked him a question. His reply—to a six-year-old, mind you: 'Give me a context, son.'"

EDITOR & PUBLISHER for July 7, 1973



X

ONE BILLION, TWO
HUNDRED EIGHTY ONE
MILLION, SIX HUNDRED
AND EIGHT, THOUSAND
DOLLARS IN EFFEC-
TIVE BUYING INCOME

• A BIG BUNDLE AVAIL-
ABLE TO YOU IN THE
MARKET THAT'S THE
RICHEST ON THE GULF
COAST • EXCLUSIVELY
YOURS THRU THE...

MOBILE / PASCAGOULA PRESS-REGISTER

Represented by NEWHOUSE NEWSPAPERS

Editor & Publisher

® THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid Dec. 31, 1972—25,038
Renewal rate—75.24%

Harris poll on Watergate

On the basis of his latest poll, Louis Harris comments "the Watergate affair has given the majority of the people the opportunity to be thankful for a free press."

We hope he is right. Certainly, his survey on public attitudes toward press coverage taken just before the Dean testimony shows a more appreciative result than the Gallup poll of June 14, or the tabulation of telephone complaints to television networks, reported in "Shop Talk" last week.

Harris found a majority of Americans—56% to 18%—believe if it had not been for the press exposes the Watergate scandal would never have been uncovered. Most Americans—59% to 12%—feel that in exposing the facts about Watergate the *Washington Post* and other newspapers "have been an example of a free press at its best."

By 46% to 40% those surveyed said they did not believe "the press and television have given more attention to Watergate than it deserves." And by 61% to 17% the people rejected the proposition that "the press is just out to get President Nixon on Watergate." A majority believe their local newspapers and television networks have been "very fair" in their coverage.

Most people just don't agree, according to these results, with the charge of "biased press coverage" made in some quarters. There will be subsequent polls on this subject and we are convinced the results will show that more and more Americans understand and appreciate the vital role the press has played and is playing as the watchdog of Democracy.

The meaning of a free press

Since mid-March U.S. newspapers have been provided with repro proofs of 18 ads created to tell the American people what the First Amendment guarantees of free speech and free press means to them. The campaign idea originated early this year at the National Conference of Newspaper Associations and has been coordinated and promoted by the American Newspaper Publishers Association, International Newspaper Advertising Executives, International Newspaper Promotion Association, etc.

To launch the campaign, six ads which had been created and published by the *South Bend Tribune* were distributed. Support and co-operation of the three newspaper creative services—Metro Associated Services, Multi-Ad Services, and SCW, Inc.—was obtained and they each have prepared a series of four ads on the subject at their own expense. The last of the series has just been mailed (E&P, June 30, page 5).

In view of the improved public attitude towards the press in its coverage of Watergate, as noted above in the Harris poll, we think the climate is now more favorable for greater public acceptance of these messages. We suggest that all publishers and editors, who may not have used the ads at this point, take another look at them. The message is there, it is good, and it is important. It ought to be more widely disseminated than it has been.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, W. F. Pierce, Richard E. Schultz, Kenneth R. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adeleide Santonastaso.

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 5102

Chicago: 111 East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor. Willard L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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EDITOR & PUBLISHER for July 7, 1973

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DISSERVICE

What an abysmally sad commentary on the quality of advertising awards was the news that *Women's Day* magazine had given an advertising merit award to the Giant Food "consumer awareness/public service" about meat prices. (EDITOR & PUBLISHER, p. 26).

The ad was a disservice to Giant Food's customers and should be hung as an albatross around the necks of those who created and approved it, the consumer advisor under whose signature it was printed, and to the livestock industry.

The ad urged people to "buy something else," which was highly questionable advice, and recommended several cheaper protein substitutes such as beans, chickens and turkeys, which was good advice for those who wished to curtail their beef consumption. But most importantly, the ad contained a gross error of fact. Giant Food, which certainly should have known much better, explained that high meat prices were caused by "less meat . . . reaching the market."

Except for a brief period associated with the meat boycott (which wasn't mentioned in the ad) that statement is patently and monstrously false. The amount of beef on the market did decline briefly because of the boycott, but that had nothing to do with e-boycott meat prices, and little if anything to do with post-boycott prices except for a brief period of adjustment caused by the disruptive nature of boycotts.

The truth is that there has never been more beef on the market (on a per capita basis, as well as total pounds) and that the current level of meat prices has been contributed to, and made possible by, an increasing demand which has outstripped increasing supplies. Americans have had more money than ever before to spend for meat, and they have spent it for meat, and continue to spend it for meat.

And yet the producer is blamed for "high" meat prices despite his remarkable expansion of production in an effort to keep up with a hot demand. If this is the kind of twisting which merits being held up as an exemplar, heaven help us!

TERENCE L. DAY

* * *

SEXIST HENANIGANS

Sex stereotyping that works against the interests of women is closely linked to our use of language, say feminist writers. Concern that language perpetuates the male role as master has been expressed in books and other presumably male-dominated publications.

The most frequently mentioned manifestation of this "problem" is the now generally accepted use of Ms. in place of Miss or Mrs. I have no quarrel with this usage,

though its pronunciation does remind me of the unctuous "Lawd, Mizz Smith, you all sure do make the best biscuits." that one is apt to hear in what is nevertheless my favorite part of the U.S.A.

We have seen "chairman" become "chairperson" and "Congressman" on the brink of becoming "Congressperson" or "Congress-one." Proposals for such vitally needed changes as "herstory," "person-fingers," "personkind," and "spokesone" have been called to our attention in recent months. This kind of thinking is one-sided and is probably a Mstake.

One doesn't have to be Herlock Holmes to recognize that language works both ways as regards sex bias. Men reading feminist propaganda too often behave like a herd of sheep. What makes us lend credence to their Msguided grumblings? Is it environment or hisredity? Why, it's heer nonsense! It's enough to give a fellow a mental hisnia or to make him want to become a hismit, and may well be a sad hisreld of things to come. We ought to put a stop to the whole hebang.

DR. SAM G. RILEY

(Temple University's Department of Journalism.)

* * *

THEY'RE TRADITIONALISTS

Our publications still use the traditional forms of address: Mrs. John J. James, for example, for married and widowed women; Mrs. Joan James, if divorced, (or by maiden name if submitted) and Miss for unmarried.

We find this style to be humanizing and informative. Several singles organizations, in fact, know our style and send notices to single, divorced and, if known, widowed individuals asking participation in social events.

Many of our readers also like the formal and personalized style, although we have had objections based on the familiar arguments.

Frankly we feel that each publication has the right to determine its own policy based on its objectives and audience. We opt for the traditional.

At the same time it behooves all of us to realize arguments on the forms of address are relatively minor given the duty to report the news, and impassioned letters on the subject appear to have the aura of overkill and comedy about them.

KURT CHRISTOPHER BAUER

Bauer is publisher of the *Rahway*, (N.J.) *News-Record*, The *Clark Patriot*

* * *

LICENSING NEWSPAPERS

I am guessing that by the end of this century American newspapers will be licensed, and the credit for the action will belong to the newspapers.

All these years newspapers have held a unique position among trades and professions, being specifically protected by the Constitution, a situation that inhibited those who would have legislated printed news media regulations. Now the newspapers appear to have successfully lobbied the so-called shield law. It is my sense that once such precedent has been set the way has been cleared for further legislation affecting newspapers.

June 24 the *New York Times* quoted

newspaper executives as expressing dismay at a Supreme Court ruling that charged newspapers with discrimination in their classified advertising makeup. That's the kind of liberal opinion these newspapers applauded, before they became the target.

Relevant to that, when the legislation I expect is introduced, it seems to me certain that those who support it will remember that though newspaper executives were dismayed by what they considered interference with their advertising policies, they were not dismayed when the government took similar action against television by barring cigarette advertising on that medium only.

The people who write and edit contemporary newspapers don't seem to understand how thin sanctimony is.

WILFRED WEISS

* * *

BLAME ON EDITORIAL

Your June 9 issue of documenting OCR experiences supported what I have been telling our editorial staff for weeks:

That electronic equipment is slowly shifting the blame for typos and other mistakes from the composing room to the editors.

My only concern about total dependence upon electronic equipment, especially the need to write copy on IBM typewriters, is that we are slaves of electricity and weight.

For example, what happens when a brown-out or an electrical shortage—a potentially more frequent menace as the energy crisis—becomes a reality?

What happens to publications, such as ours, which depend upon correspondence and contributing Editors for 40% or more of our copy?

How many traveling reporter-editors can back pack an IBM Selectric or locate one in the field?

Obviously, the next electronic breakthrough must be designed not for the composing room but for the people who are the backbone of any publication: the reporter and editor.

WALTER J. HEENEY, JR.

Short Takes

M...s wife, Mrs. C. M..., 44, filed for divorce . . . against the 84-year-old ex-mayor . . . — *San Antonio Express/News*.

* * *

. . . one of Mr. C...s closet political advisors . . . — *Albany (N.Y.) Knickerbocker News-Union Star*.

* * *

Entrance through that development should be via a "wide funnel" arrangement, . . . so that it will be clear to pedestrians where the entrance to the bride is. — *Utica (N.Y.) Daily Press*.

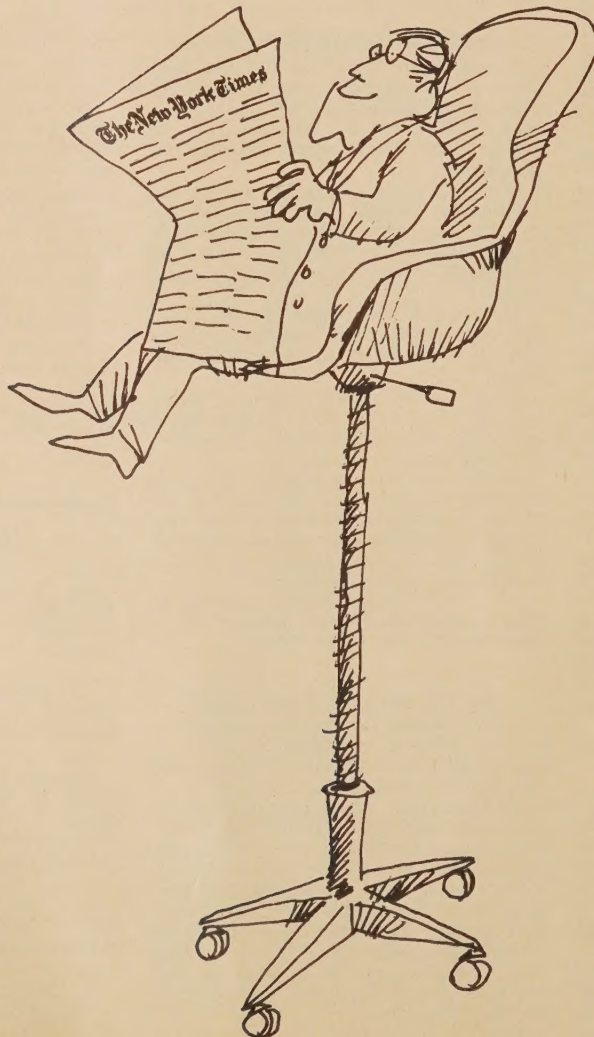
* * *

. . . the Pledge of Allegiance to the flag . . . *Harlingen (Tex.) Valley Morning Star*.

* * *

Re. Women's Lib: "She left me to go to the power room . . ." — *St. Johnsbury (Vt.) Caledonian-Record*.

**More New Yorkers with
professional/managerial jobs
read The New York Times
than read both other
New York newspapers
combined.**



Newspapers start to drop male-female ad listings

The nation's big city newspapers are dropping their "male" and "female" sex classifications in help-wanted ads in the wake of a United States Supreme Court ruling.

The apparent end of sex classification in newspaper advertising came June 21 when the Supreme Court ruled 5-4 upholding the validity of a Pittsburgh city ordinance barring newspapers from publishing classified help wanted advertising under separate "male" and "female" headings (E&P June 23). The *Pittsburgh Press*, the *Philadelphia Evening Bulletin*, the *Baltimore Sun* and *San Antonio (Tex.) Express and News* were among the first to announce dropping the distinctions.

Analysis to be printed

The American Newspaper Publishers Association announced June 28 it will soon print an analysis of the "implications of the decision for newspapers generally," the Southern Newspaper Publishers Association said "all four dissenting justices concluded that permitting this degree of control over newspapers, even in their advertising columns, was setting a dangerous precedent."

Justice Potter Stewart said in his dissent: "This is the first case in this or any other American court that permits a government agency to enter a composing room of a newspaper and dictate to the publisher the layout and makeup of the newspaper's pages. This is the first case but I fear it may not be the last." In his dissent chief Justice Warren E. Burger wrote: "I believe the First Amendment freedom of the press includes the right of a newspaper to arrange the content of its paper, whether it be news items, editorials or advertising as it sees fit."

Many newspapers, particularly those in larger cities with active women's liberation groups, had already ceased listing help ads under separate classifications prior to the Supreme Court ruling, delegates to the 53rd conference of the Association of Newspaper Classified Ad Managers (ANCAM) noted.

A record 239 attended the four-day conference June 24-28 aboard the Queen Mary in Long Beach, Calif. At one discussion session, reports Stan Finness, classified advertising director of the *Providence (R.I.) Journal-Bulletin*, two thirds of those present said their newspaper ready "had desexed" the job wanted columns. He said, "The others will change voluntarily and some will wait."

Here is Finness' account of the comings and goings of his colleagues—male and female—at the 53rd ANCAM conference:

There was less of the "how to" of previous years . . . the anxious questions of

newcomers to the classified business. Seems today's CAMs are much more a professional group than they used to be. They appear to be more competent, more confident, less concerned over day-to-day operations, but very interested in the future of the business, the overall concepts and philosophies of it. They're especially aware of the newspaper industry's increasing dependence on classified's revenue. They're not as much concerned today over selling a couple of billion dollars a year worth of that stuff in the back of the paper as they are in finding effective ways to produce copy that will be compatible with the current transitions in production methods.

Whether it was intended or not, the program committee threw in some changes of pace that seemed to be welcomed by many of the CAMs who've been around for a while:

- Dr. John Van de Water, management consultant, on how to be successful at home and on the job, with strong emphasis on personal integrity.

'Be yourself'

- Bill Gove, Sales and Marketing consultant on "I Gotta Be Me!": Be yourself . . . not what you think others want you to be.

- "The Revolution Revisited" by Tyler MacDonald, Chairman, N. W. Ayer/Jorgensen/MacDonald, Los Angeles: People haven't changed all that much . . . behind those granny glasses is a real person, and she'll be influenced by good advertising just the way her mother was.

- John Wooden, head basketball coach at U.C.L.A., with his personal philosophy, the "Pyramid to Success", complete with homilies plus poetry—and good.

- Dr. Jessie Marmorston, clinical professor of medicine at U.S.C., on how to avoid heart disease and strokes.

One of the convention's highlights was a two-part presentation on research put on by Stuart Neffeler, vicepresident, Western division, and Thomas Copeland, director of marketing and behavioral research of Copley International.

Neffeler talked about "seat of the pants" research, and whether he knew it or not, described a very elusive part of any CAM's job—that whether HE knows it or not—the CAM is continually researching and making decisions on the results.

With good common sense, Neffeler said, a CAM is using his everyday research in three ways:

- 1) He establishes communications with his marketplace—through advertisers and his own staff: "What is the marketplace telling you?"

- 2) He assembles and analyzes his information. He develops a "feel" for sim-

ple economic statistics. What's going on in employment, real estate, rentals, building starts, vacancy rates, autos, boats. (Add interest rates, sudden surges or declines in inner classifications.)

- 3) He redirects sales effort accordingly to capitalize on potential increases in certain areas and acts to mitigate losses in others.

Neffeler's view: It's the CAM's job to control a machine with many independent moving parts . . . economy changeable and sensitive . . . when abrupt changes appear, are they thrust on you or created? The answer to that, according to Neffeler, "separates the men from the boys."

Copeland's half of this presentation covered "formal research" usually defined, he said, as "looking for the guy who moved the file."

Denies ordering Kraft wiretap

Former presidential advisor John Erlichman denied directing or okaying wiretaps on the phones of newsmen on the CBS News program "60 Minutes" June 29. Earlier in the week Erlichman had been charged by former White House counsel John Dean with directing the wiretap of Publishers Hall Syndicate columnist Joseph Kraft.

Dean said another White House assistant, former New York policeman Jack Caulfield "told me that he had been directed by Erlichman to wiretap a newsmen's telephone in pursuit of a leak. He told me that he had been directed to perform the wiretap when (FBI chief J. Edgar) Hoover was unwilling, but Mr. Erlichman wished to proceed . . . I believe Caulfield told me it was Joseph Kraft's telephone they tapped."

In the CBS interview Erlichman admitted knowledge of an attempt to tap Kraft's phone "but it never happened, to the best of my recollection . . . Jack Caulfield was asked to determine whether it'd be feasible."

When pressed by CBS newsmen Mike Wallace as to who asked Caulfield, Erlichman said "I don't remember."

Wallace asked: "Not by John Erlichman?"

And Erlichman replied: "I don't think so . . . it's conceivable. But that isn't my recollection."

Erlichman did admit that he received the logs of the wiretaps on newsmen and White House staffers "in wholesale lot" after the taps were concluded. The taps were allegedly ordered to discover leaks within the White House staff on national security matters.

In March *Time* magazine correspondent Sandy Smith reported that taps had been placed on several newsmen. Dean testified that when the White House was notified that *Time* planned such a story Erlichman said White House press secretary Ron Zeigler "should flatly deny it—period."

DIXON DEFINES RESPONSIBILITY

Broadcasters and publishers will not be included in Federal Trade Commission actions against false advertisers unless they are "an active party to, and stood to profit by, the falsity or deception of the advertising," according to FTC Commissioner Paul Rand Dixon.

Speaking to a meeting of the Arizona Broadcasters Association (May 24), Dixon said in cases involving false or misleading advertising, "we recognize that media are neither required to, nor are they equipped to, undertake a thorough investigation of the truth of every advertising claim they print or broadcast."

He said, however, "a joint promotion between a broadcast station and an advertiser involving misrepresentation of a product could, and should, make the station culpable."

Dixon added that he believed broadcasters, and by inference, newspaper publishers, are "sophisticated enough to realize that to gain, hold, and preserve a reputation for integrity profits you more than the dangerous dollars you would get for broadcasting crooked advertising."

Dixon said "whether the broadcaster would be named a respondent to an FTC action under less serious circumstances would depend upon the facts in the particular case."

But he warned the broadcasters, "Certainly a broadcaster would be treading on dangerous ground if he accepted advertising that was obviously and patently false."

Dixon concluded that "your own self interest gives you a practical answer to the problem. You would find, I am sure, that your reputable advertisers would not appreciate the company into which low standards of copy would put them."

And Dixon advised the broadcasters to work with their association. He said the association should gain expertise in areas that particularly trouble their members.

Associations can also gain "an awareness of current thinking of the FTC," a process that "is not difficult," according to Dixon. This information in turn should be made available to members.

At the same time, the association should react to misleading advertising by a member. "It is the duty of the trade association to advise many errant members that he is acting irresponsibly."

Dixon added, "Then, if such member should ignore the importuning of the association, the industry, through its association, should not meekly accept the tarnish that will inevitably result from any continued false advertising. It would be time for the association to invite assistance from the government."

Dixon said "by doing so, I firmly believe that the association would gain stature with its own membership, and surely would do so with the public."

The establishment of fairness and honesty in minds of consumers and adver-

tisers is essential, Dixon advised the broadcasters that once honesty has been established, those advertisers "who desire to trade on the quality of their product will seek you out to transmit their message."

"I know," he said, "if I had a quality product to sell, I would seek the media with a reputation for selling only quality products."

And Dixon defended the FTC's establishing law, saying that it permits the FTC "to meet innovative deceptions" and be "aware of the latest form of advertising and its implications."

Dixon concluded that "It is when the advertiser, apparently having lost faith in what he is selling, focuses on illusion and half truths, that he tends to run afoul of the FTC."

He added that, "in short, the FTC's role is to support the public interest, which in turn is your own best interest."

IAMA, NY ad group plan joint meeting

After more than seven years efforts, representatives of the Interstate Advertising Managers' Association and the New York State Advertising Managers' Bureau have agreed to hold a joint meeting.

The meeting will be held September 20-22, in Pocono Manor, Pa. Interstate represents newspapers in Pennsylvania, New Jersey, Maryland, Delaware and West Virginia.

Frank Bishop, the IAMA's secretary, said his group was hopeful of continuing contacts between the two groups. He said following the September meeting, a decision would be made on any future joint meetings.

Use form costs bring complaints

The Office of Revenue Sharing has received "a terrific number of complaints on costs" of placing planned use forms in newspapers. As the Office studies these complaints, the actual use forms have been mailed out.

The mailings were to be completed by June 29. The forms are due to be returned to the Revenue Sharing Office by September 1, and the Revenue Sharing Act requires that the form be published in a newspaper by that date.

W. H. Sager, general counsel for the ORS, said that although the Office has received a number of complaints on the rates charged by newspapers for placement of the forms, he "would not recommend" that ORS "get involved" in the question of newspaper rates.

The forms are to be published in at least one newspaper in each locality.

Sager said in some instances, local governments had reported that only the most nominal rate had been charged for the form.

After initial confusion and complaints, the Revenue Sharing office ruled that the size of the form could be reduced when placed in newspapers. This help lower the cost to the local government.

But Sager said the ORS had continued to receive reports of rate charges that took "a very high proportion" of use money. In light of continuing complaints, he said the ORS was considering a number of possible controls.

But he said control of newspaper rates "isn't one of them." Sager added that he hoped ORS "wouldn't get into (the rate question) at all." He said the ORS just "doesn't have enough information yet" on the rate question.

Services of NAB project young shopper impact

The Newspaper Advertising Bureau has prepared a 12-page brochure outlining the impact of back-to-school teen-age shoppers. And Metro Newspaper Service has begun distribution of a 20-page suggested back-to-school section.

The Bureau figures show that the 14-25 year old market has a great affect on merchandising. Last year, 7.5 million high school girls spent a total of \$2.6 billion on back-to-school merchandise.

At the same time, college freshmen spent a total of \$393 million. There were 1.1 million college freshmen last year. The brochure is being made available to both newspaper clients and retailers.

The Metro section contains ideas for stories and suggested ad layout. Included in the section is a page of ads that can be run with 50% retailer support on a co-op basis.

The Bureau said the Metro section "can serve as the basis for a newspaper's special back-to-school section."

Vancouver group plans new paper next September

A group of Vancouver B.C. businessmen has announced plans to publish a Sunday newspaper, the *Vancouver Post*, by September.

Hotelman Frank Bernard, John McDonald, a lawyer and Paul Osborne, owner of WEB Press Ltd., are among the principals, with others to be named later.

Bernard said that from \$250,000 to \$500,000 in risk money is involved, not including the cost of printing presses. Plans are to publish a minimum of 50,000 copies and distribute it by carrier free the first two Sundays, with an undetermined price thereafter. The paper will be tabloid size.

Globe's Collins no press agent for tennis world

Sportswriters have garnered themselves a number of bad images over the years: alcoholism, lechery, illiteracy, among others. But probably the most invidious trap observers of games can fall into is becoming too close to the teams or sports they cover; so close that they become press agents instead of reporters.

Bud Collins has been with *The Boston Globe* since 1964, and is considered by many the country's foremost authority on tennis. In Collins' case, the axiom which says a sportswriter by definition promotes the sport he covers, holds true.

Unquestionably, Collins is very close to the world of tennis. The day I spent following him through a doubles workout with Billie Jean King at the Badminton and Tennis Club in Boston to the Virginia Slims U.S. Pro Womens' tournament in Quincy, Mass., it was apparent that the layers, promoters, and manufacturers all had the utmost confidence in him. It was evident that they were very conscious of his ties to the tennis world (besides covering tennis for the *Globe*, Collins does the announcing for NBC's World Championship Tennis series).

It comes down to this: Bud Collins loves tennis. No slouch on the participating end himself, he won the national mixed doubles championship in 1961. But can a man so inextricably tied to the sport he covers, be fair and objective? The answer to that question, based on available evidence, is yes!

Doesn't shill

Collins hasn't hesitated to criticize what he calls the "idiotic" war between the Women's International Tennis Federation and the United States Lawn Tennis Association, nor did he are the rod recently on Boston's Longwood Cricket Club for the type of court surface they installed.

Mike Lupica, *The Boston Phoenix*: "He could very easily shill for the tennis world, but he doesn't. No sportswriter eats his sport as unsuperficially as Bud eats tennis."

Neil Amdur, tennis, track, and football writer for *The New York Times*: "Bud is one of a couple of writers today who bring sense of player personality to the public. There's no question that he befriends players, and he treads a very fine line, but I don't think his objectivity is harmed. If he were another person, it might be different."

Collins, now 43, began covering sports at the age of 16 in his hometown, Beria, Ohio, for *The Beria Enterprise*. He attended Baldwin-Wallace College in Beria and did graduate work at Boston University. He joined *The Boston Herald*,



OWAA OFFICERS—1973-74 officers for the Outdoor Writers Association of America are, left to right: Charles Cadieux, freelance writer, Bethesda, Md., president; Bill Potter, Joplin (Mo.) *Globe*, first vicepresident; Henry Reynolds, outdoor editor, *Memphis Commercial-Appeal*; second vicepresident; and E. L. (Buck) Rogers, freelance writer from Columbia, Mo., retiring president and new board chairman.

where he began covering tennis, in 1955.

In 1963, he began telecasting national doubles matches for Boston's educational station, WGBH, giving his reputation as an authority a boost. "It put my face into a lot of homes," he says. The *Globe* liked what it saw, and by the beginning of 1964 had persuaded him to come over from the *Herald*.

It wasn't until the late sixties that the face and voice of Bud Collins became nationally known. It was then that he began sportscasting championship tennis matches for NBC, PBS, and later CBS, culminating in his now-bi-weekly World Championship Tennis series on NBC. Despite the globe-trotting and national exposure, Collins finds TV work often frustrating.

"I like writing better than telecasting. TV can be very agonizing for a writer because of the bigger impression you can make in such a short time. I enjoy print journalism more because it's harder, more satisfying," Collins explains. He's published three days a week in the *Globe* and spends three or four days every other week on the NBC series. He also has a book out on tennis: "Education of a Tennis Player."

Is Collins ready to move totally into either medium? "Oh no. I really intend to stay in both TV and writing. I like the idea. It makes me kind of unique."

Keeps tongue-in-cheek

Collins is unique among his colleagues in Boston sportswriting for another reason. His regular columns dealing with sports other than tennis have earned him a reputation for throwing sarcasm-tipped darts at any number of sports figures. When Collins tucks tongue in cheek and reaches for his typewriter, everyone ducks.

In a recent, not atypical column, he stuck pins in the Boston Bruins management, the Bruins players, Eddie Andelman (a local commentator), the Celtics' Dave Cowens, Red Sox manager Eddie Kasko, and President Nixon, for whom Collins saves some of his choicest one-liners. "I'm not everyone's favorite sportswriter," Collins says. "I think the veneration and adulation of athletes and sports figures is sickening."

(Continued on page 12)

Globe's Collins

(Continued from page 11)

Collins traces his barbed-tongue reputation back to 1961. He was working for the Herald, and the Herald owned WHDH, the station that broadcasted Red Sox games. "The Sox were doing pretty badly, so I suggested in a piece that Tom Yawkey sell the team. Well, the Sox were pretty sacred cows at the Herald, and my piece was quite a revelation. I don't know how it ever got in."

Although Collins' non-adulation has earned him one blow on the head from a former Sox manager, and the 1966 Bung of the Year Award for Indiscriminate Harpooning from anonymous donors, reaction from sports quarters is not all bad. Spokesmen from the following Boston organizations answered the question "What does the name Bud Collins mean to you?," this way . . .

The Celtics: "Collins is one of the more talented sportswriters in Boston. Yeah, he can get rough sometimes, but when they stop writing about you, then you start to worry."

The Red Sox: "He may be the best sportswriter in the city, but he doesn't cover us enough."

Collins enjoys his relationship with the Globe. There are no restraints put on him. "The Globe is a great paper. Occasionally, they give me the opportunity to write outside of sports. I mean, if I wanted it to, tennis could be my whole career; but I don't want it that way. I like to think I can write anything they want me to."

Collins sees sportswriting in general improving. "I think there are more good, young sportswriters around than ever before, with better perspectives on sport than ever before. There's less reverence and more frivolity. Too often, newspapers have hired sportswriters who were basically fans. I think that's changing. I hope it is."

To spend a day with Bud Collins is to stand still, reach out, and grab someone moving 60 mph. Always moving, joking, listening, working, Collins obviously enjoys his job. "I don't know where he gets the time to be so nice to everyone," Globe correspondent Mary Leslie Ullman says.

Just before stepping on the court with Billie Jean King at the B and T Club, Collins told someone, "I'd rather play against her than with her. This way, she can beat my head in for the nasty things I've said about her." Which she proceeded to do.

At the tournament in Quincy, Collins and Joel Cash (a local radio disc jockey) went up against King and Wendy Overton in a match for the Jimmy Fund, a local children's charity. It was all in fun, with Collins the comedic center attraction.

Fourteen hours with someone shouldn't allow for too many generalizations, but it's apparent that the bubbly lifestyle of Bud Collins (one observer called him a "forty year-old hippie"), if converted into energy, could probably supply Grand Rapids, Mich. with enough light for a year.



CONTRACT SIGNED—The contract adding Hungary to AP-Dow Jones' world-wide distribution network was signed in Budapest by Sandor Barcs, right, general manager of MTI, the Hungarian National News Agency, and Claude E. Erbsen, London-based business manager and administrative director of AP-Dow Jones. The AP-Dow Jones Economic Report will be extended to Hungary July 1 in conjunction with MTI.

Watergate poll credits press

By 59 to 12 per cent, Americans in a recent Harris poll feel that "in exposing the facts about Watergate, the *Washington Post* and other newspapers have been an example of the free press at its best."

In addition, by 56-18 per cent, Americans are convinced that "if it had not been for the press exposes, the whole Watergate mess never would have been found out."

The poll covering a cross-section of Americans pointed to a highly positive reaction to press and tv coverage of the scandal. By 55-24 per cent, most people feel "it took a lot of courage for newspapers such as the *Washington Post* to expose Watergate, since it involved the White House."

In contrast, Americans rejected by 61-17 per cent the notion that "the press is just out to get the President on Watergate." By a 46-40 per cent margin, people deny that the "press and tv give more attention to Watergate than it deserves."

Finally, Vice President Agnew's credibility as a press critic is shown to be declining. By 39-33, most people now feel Agnew is not right "in criticizing the Eastern liberal press for slanting news against the President."

"All in all," concludes pollster Harris, "the Watergate affair has given the majority of the people the opportunity to be thankful for a free press."

Stereos sign pact with Omaha W-H; Typos start paper

The Omaha (Neb.) *World-Herald* and Local 24 of the International Stereotypers and Electrotypers Union have signed a three-year contract.

Laurance Hoagland, senior vicepresident of the newspaper, said the contract guarantees against layoffs of journeymen and apprentice stereotypers due to the introduction of automated equipment. He said the contract's wage provisions were within Phase III guidelines. The union represents 20 stereotypers.

The stereotypers union is one of six unions that have continued to work during a strike by Local 190 of the International Typographers Union, now in its ninth week.

In a related development, the typographers union began distribution of its own newspaper, *The Lockout*, on June 8.

The first issue was four pages and consisted mostly of articles giving the union side of the dispute with the *World-Herald*. Rex Stoddard, union vicepresident, said 40,000 to 50,000 copies were being distributed.

The dispute was triggered by the installation of \$300,000 worth of electronic equipment in the plant in the past few months (E&P May 19). Chief point of contention is jurisdiction over copy-scanning equipment.

PARTISAN HELL-RAISING IN NEW MEXICO

The *New Mexico Independent and El dependiente*, an "ancient hell-raising newspaper" is finding more controversy and success at the hands of its newest owners, Mark and Mary Beth Acuff.

The Acuffs bought the weekly from New Mexico Democrat Philo Sedillo in 1970. Since then they have expanded the Independent's already lively coverage of New Mexico politics—now operating as the watchdog of the local media as well as the state government. And the Acuffs have changed the paper's format on full size to tabloid, switched to cold-type offset production and expanded the dependent's circulation and display advertising.

The Independent was founded in Las Vegas, N.M. 76 years ago as *El Independiente*. The first owner was in the thick of a town's Republican politics and wrote gossipy, "backbiting" column about it, Mary Beth Acuff said. So even at the beginning the paper gave the inside, rough partisan, story of New Mexico politics.

As Las Vegas, a railroad boom town, declined, the paper was sold and moved to Albuquerque in 1931, Ms. Acuff said. *El dependiente* was then combined with the *Albuquerque Independent*, a legal notice newspaper.

These legal notices have been a staple of the Independent's advertising revenues ever since.

However, Ms. Acuff said, the new owner of the paper primarily as a legal advertising sheet with "not much real reporting."

Position reinstated

That is, until he took on a partner—the Italian Philo Sedillo—who began writing a column on the inside of New Mexico politics, this time from the Democratic side. Ms. Acuff said that Sedillo thus reinstated the Independent's position as "a place to read what was going on behind the scenes" in New Mexico politics.

Sedillo eventually bought out the partner, and then, when it came time to retire, sold it to the Acuffs. Ms. Acuff said their bid for the paper was "ridiculously low." Sedillo didn't want to sell the paper just anybody—he turned down a much higher bid from a political rival.

Mark Acuff had covered New Mexico politics for another area weekly and while he was editor of the University of New Mexico student newspaper *The Lobo*. Ms. Acuff said that while her husband was editor of the college paper it was "essentially changed from a cow-town college paper to one interested in state politics and national issues." From this Acuff began building up state political contacts, as has Sedillo.

In addition to the Independent in Albuquerque, the Acuffs bought two other weeklies in neighboring counties from Sedillo. Since the purchase, they have needed another in Santa Fe.

Today the combined circulation of the Independent Newspapers is 12,000 but Ms. Acuff claims the "readership has to be at least four times that." She explained that copies of the Independent are put out for customers in general stores and bars from Albuquerque to Santa Fe.

Ms. Acuff said they were trying to "gradually build up the Independent and put it on a money-making basis." The paper has its own Compugraphic typesetting equipment and does work for other publications.

No punches pulled

The Independent is one of the more readable weeklies around. Its writers rarely pull their punches, whether criticizing politicians or other New Mexico media.

The paper is a staunch supporter of what it calls the "undevelopment" of New Mexico. Overpopulation, pollution and overdevelopment of the state are chief worries of the Independent.

In a recent column, Independent writer V. B. Price warned "If we do not work to preserve and enhance our regional distinctiveness, defend our natural blessings and restore our comfortable pace of life . . . We will be merely another obsolescent little half-baked boom town, flailing helplessly in a future it was unprepared for, fit only for habitation by people who were forced to take second best."

The paper opposes the powers that have previously run New Mexico state politics, a group of Southeastern Democrats that the paper calls the Otero County Ring. Instead the Acuffs and other writers have gone all out to support a younger more liberal group of state legislators, which the Independent calls the Mama Lucy Gang. Mama Lucy was a Spanish woman who ran a cafeteria at the state university at Las Vegas. She fed hungry and poor students, even when they had no money, and some of these students now control the state house in New Mexico. The Independent was the first paper to call the group the Mama Lucy Gang; other media have now picked up the tag.

Called innovative

Ms. Acuff called the Mama Lucy Gang "the most innovative progressive thing in New Mexico politics in a long time."

Many of the Gang are Spanish-Americans and the Independent is a backer of Spanish and Indian causes in the state. Ms. Acuff said the paper is planning to have a Spanish column in its pages as soon as possible.

Meanwhile, however, the Independent continues to concentrate on New Mexico partisan politics, promoting the belief "that America's political survival is predicated on the survival of the party system." At least for 76 years it's been an important part of the survival of the New Mexico Independent.

British use the quality approach for newspapers

Snobbish, those British.

As far as the *London Daily Telegraph* is concerned, New York City is a nice place to visit—but not for buying books or reading newspapers.

The newspaper is selling a "Daily Telegraph Guide to New York" to Britishers who plan on a trip to America. It's a 12-page booklet with a photograph of the United Nations building on the cover and it sells for 12 pence (about a quarter).

Elisabeth de Stroumillo, a travel writer for the paper and author of the guide, includes this advice for fellow British travelers in Manhattan:

"The *New York Times* is the only major daily newspaper; The *Village Voice* is worth glancing through for the off-beat." She adds in the "books and papers" advice paragraph: "The former are expensive by our standards, even the multitudinous paperbacks (which can be found in every drugstore)."

Their cup of tea

While the travel writer may find a paucity of newspapers fit to list for British readers wandering on the isle of Manhattan, England's newspapers are finding New York is their cup of tea.

The Daily Telegraph has offices in four different locations in the city and even has a color film library for use by advertising agencies, travel agents, film and television companies. The *London Times*, *London Financial Times*, *London Daily Express*, *London Daily Mail*, *London Daily Mirror*, *London Sun* and *London Sunday Mirror* are among the newspapers with telephone numbers and offices listed in New York.

The Daily Telegraph, however, considers itself "the newspaper in the U.S." "We have the largest American staff," explains Ian M. Ball, deputy correspondent in New York for the Telegraph group. The Telegraph group advertising department held a luncheon session in mid-Manhattan to acquaint advertising agency and marketing executives with the British marketing scene.

A quaint one indeed.

A class by itself

All of Britain, for marketing purposes, is divided into socio-economic groups: A through E, with certain numerical subdivisions. (A represents upper class; B, middle class, C-1 "on the way up" junior management; C-2, craftsmen and skilled manual workers; D, semiskilled and unskilled workers; and E, pensioners and low-grade workers.)

As a result of this approach to marketing in England the Daily Telegraph advertising department says "National daily newspapers fall into two distinct categories, 'popular' dailies and 'quality' dailies. Not that 'quality' newspapers are not popular or vice-versa. It is a convenient rule-of-thumb division which everyone in publishing and advertising understands."

TIMMONS NEWS SERVICE

Back in 1906 a tall 16-year-old Texas boy applied for a job on the *Fort Worth Record* and got it. On June 30, nearing his 83rd birthday, he will retire, ending almost seven decades as an active newsman. His retirement will close a memorable chapter of American journalism.

The man is Bascom N. Timmons, a name that is known everywhere in the world of newspapers and national politics. Since 1917 he has been the head of the Timmons News Service, directing a staff of reporters serving newspapers in eight states.

Timmons came to Washington in 1911, after working on several Texas newspapers and the *Milwaukee Sentinel*. His first job was with the *Washington Post* where he stayed for two years and then went back to Texas as editor and owner of *The Daily Panhandle* at Amarillo. "I couldn't make any money out of it," Timmons says, "so I sold it and came back to Washington."

Head since 1917

That was in 1917, when the United States entered World War I, and he has headed his Washington news bureau ever since. His first clients were the *Houston Chronicle*, the *Fort Worth Star Telegram*, and the *Tulsa World*. He still serves them, along with a dozen others on his present client list.

When he started his Washington bureau, Timmons did all the work himself but as his clientele grew he began hiring people and his staff now numbers 14.

Timmons has had a hand and a voice in national politics since he was 18 years old. At that age, as a reporter for the *Fort Worth Record*, he covered the 1906 Democratic convention in Denver. Since then, he has covered 29 national political conventions, 14 Republican and 15 Democratic, and in the 1940 and 1944 Democratic conventions he got one vote for Vice President. His last convention was the 1964 assembly of the Democrats.

His participation in politics was not just as a reporter.

Often he sat behind the scenes with party big shots and contributed sound political advice to men he might poke fun at in subsequent columns. He likes to remember that he began writing about politics and politicians before the days of political press agents when he got his own stories and made his own news breaks.

Knew presidents

Timmons' professional life in Washington has encompassed the Administrations of 11 Presidents, beginning with William Howard Taft, and several of them he knew intimately and shrewdly appraised.

Woodrow Wilson, he has said, had no rival in intellect; Franklin Roosevelt "was a great salesman but he didn't have much depth." Hoover was the hardest working but was "thin-skinned"; Coolidge minded

criticism more than any of his predecessors, and Eisenhower was "not an energetic man."

The Timmons bureau will continue to operate but his name will disappear from the office door. The men in the bureau will divide the papers among them and serve as individual correspondents, much as they have done under Timmons' direction.

Arkansas daily cuts back on pages to conserve

Alex H. Washburn, publisher of the *Hope* (Ark.) *Star*, has announced a move to conserve newsprint. He told readers in a *Star* editorial June 14:

"Owing to the newsprint crunch The *Star* is dropping for the summer months its mandatory 10 pages or more for editions from Monday through Friday. Editions with limited advertising content will be issued in 8 pages.

"We are in the midst of staff vacations, which always put a burden on production—but the prime reason for the cutback in pages is the shortage of newsprint.

"To spell that out accurately: The *Star* holds a charter 1940 contract with Southland Paper Mills, Lufkin, Texas, so we are assured an ample supply. But common sense dictates that we retrench wherever possible on newsprint consumption to help non-contract-holding newspapers get paper to print on.

Buying wholesale

"If you read the Associated Press round-up story Wednesday on the paper shortage in Arkansas you know what we're writing about. The *Jacksonville Daily News*, published in a suburb of Little Rock, reports it has been buying through wholesalers instead of using a direct mill contract, and suddenly finds its jobbers are short of paper and can deliver only enough to run Jacksonville through November.

"I know how James Canfield, the Jacksonville owner, feels—for I was in his shoes a generation ago (late 1930s). I was leery of long-term mill contracts and chose to buy carloads of newsprint on the spot market—that is, through wholesalers. Then I made a second mistake. The late C. E. Palmer and I made a deal to import newsprint from Norway, the delivered price being \$39 a ton—\$2 under the domestic price of \$41 (U.S. and Canadian mills).

"One day a Little Rock jobber walked into this office and gave me the news that our Norwegian mill had burned the night before, a jolt that was confirmed an hour later by a telegram from our New York importer.

"What followed was a classic horror tale for a newspaperman. I went around the state waving a certified check for \$1,150 and couldn't buy a pound of newsprint, let alone a carload. The world was simply using more newsprint than the mills were turning out—and it's getting to be that way today.

"I got out of that jam in the 1930s thanks to a certain Arkansas publisher who ordered out an extra car for his account but diverted it to The *Star* for cash.

"Shortly thereafter the world's first pine newsprint mill opened at Lufkin and I got aboard with a charter contract—and have held it ever since.

"Newsprint is costly and going still higher. But higher prices and better profits are the only factors which will keep the mills from switching away from newsprint to the manufacture of higher-grade papers, which has helped produce the 1973 crunch."

Women will get 1/3 of editorial jobs at Newsweek

A group of women editorial employees at *Newsweek* magazine has signed an agreement with management stipulating that by December 31, 1974, at least one-third of the magazine's writers and reporters will be women.

The agreement ended almost three years of negotiations between the women and management. The women had originally filed sex discrimination charges with the Federal Equal Employment Opportunities Commission in March, 1970, but withdrew the complaint five months later after the management signed a memorandum promising "substantial, rather than token changes." The women termed the action the first "challenge" by professional women in the media.

Agreement specific

The new agreement said that by December 31, 1975, "at least one woman will have been made a senior editor in charge of one of the seven major editorial divisions." It also said that by December 31, 1974, "no major editorial department will be without a woman for more than six consecutive months," and that "one out of three persons hired or transferred to the staff of foreign correspondents will be a woman."

The agreement was contained in a "memorandum of understanding" signed by Osbourne Elliot, chairman and editor of *Newsweek*, and six representatives of the magazine's women editorial employees.

A spokesman at the magazine said one-third of the domestic reporting staff was already female. He said that changes in the writing staff would be accomplished through normal turnover and/or some staff additions. He said no male employees would be discharged. The magazine currently employs about 100 domestic and foreign writers and reporters.

Press club assails Nixon's press policies

A 116-page report highly critical of the attitudes of the Nixon Administration toward the press and the relations of White House officials with newsmen has been submitted to the Board of Governors of the National Press Club. It awaits the board's decision as to whether to accept and endorse it, reject it or ignore it. Board action is not expected for perhaps several weeks.

The report was submitted by the club's Professional Relations Committee which was commissioned a year ago to "conduct full-scale investigation of the Administration's relationship with and to the press." The club committee enlisted the cooperation of the Department of Communications of American University. Hence, the bulk of the report is the product of studies conducted by faculty members and students of the University.

The report's conclusions, however, are those of the Professional Relations Committee, composed of 16 Washington newsmen, with James McCartney of the *Night Newspapers* as chairman and Rant Dillman, Washington manager for *United Press International* as vicechairman.

In a letter of submittal, McCartney said that the study "represents the most complete effort undertaken by any group to examine the broad range of press relations in the early Nixon Administration years from 1969 to the Watergate."

Ziegler criticized

Because Ron Ziegler, the press secretary, has been the chief conduit through which White House news flowed to the press and public, he came in for the strongest criticism from the committee, especially for his handling of news of the Watergate.

"The Watergate scandals grew and unfolded in an unhealthy atmosphere of secrecy, official lies, and attempted manipulation of newspapers, radio and television," the report asserts. "Ronald Ziegler

White House press secretary, particularly during the Watergate disclosures of the past year, has misled the public and flouted the professional standards of the Washington press corps."

As for the Nixon Administration, overall, the committee said it "is the most misused Administration in recent decades. We find evidence of numerous and most resistant attempts by the Administration to restrict the flow of legitimate public information necessary to the effective functioning of a responsible government and a self-governing society."

"The White House press secretary has been reduced to a totally-programmed spokesman without independent authority or comprehensive background knowledge of Administration policies. Rather than opening a window into the White House, the press secretary closes doors. Information about public business is supplied on a selective, self-serving basis."

The committee asserted that the Office of Director of Communications has operated as a "propaganda ministry" and "there is no place in our society for this kind of operation."

Herbert G. Klein was Nixon's Director of Communications during the Administration until his resignation, effective July 1. Ziegler has been assigned to supervise the operations of the Communications office, while retaining his post as press secretary, with the added title of Assistant to the President. In that capacity he will participate more actively in policy-making and perhaps eliminate one of the grounds upon which the Press Club committee criticized him.

Media owners rapped

While assailing the Nixon Administration, the committee took a dig at the media. "The nation's press is not wholly without blame for the unfavorable drift of public policy," the report said. "We deplore the failure of many publishers, network officials, radio and television station owners and editorial page editors to protest vigorously the Administration's incursions into press rights, the concealment of information, and the narrowing of news channels."

Summarizing its conclusions the committee said:

"We conclude that the Nixon Administration has engaged in an unprecedented government-wide effort to control, restrict and conceal information to which the public is entitled, and has conducted for its own political purposes concerted campaign to discredit the press. The Administration appears unwilling to accept the traditional role of an independent press in a free society."

The committee recommended that its report be printed in pamphlet or book form and distributed to the general public, especially to colleges and universities. It also recommended that the Club sponsor an annual report on the status of Administration-press relations.

These recommendations and the contents of the report will be considered by the Board of Governors at an early meeting. When the study was ordered by a previous Board, there was measurable opposition to the proposal by some Board members and by many rank-and-file members of the Press Club. Submission of the report has revived some opposition and, while the Board's action cannot be predicted, comments made by some of its members indicate a disposition to "file and forget."

Newsprint use rises

Total estimated U.S. newsprint consumption was 952,441 tons in May, 5.9% more than in May, 1972, the American Newspaper Publishers Association reported. Consumption for May, 1972 was 899,157 tons.

There were four Sundays in May, 1973 and 1972.

For the first five months 1973 total estimated U.S. newsprint consumption was 4,410,221 tons, compared with 4,183,557 tons in the first five months of 1972, an increase of 5.4% in 1973.

Bicentennial ad kit is offered to media

With the bicentennial observance less than three full years away, the American Revolution Bicentennial Commission is making a media kit available for use in the preparation of articles and features on the celebration.

Hugh Hall, acting director of the Commission said that the kit will be useful in fulfilling the Congressionally-mandated role of "forging a new national commitment."

The kit contains specific ideas that can be used to further the observance of the Bicentennial. Included are suggestions that articles and photo features be prepared on long-time residents and local historical sites.

Also, the Commission proposes publication of calendars of events, sponsorship of essay contests, and the publication of special youth-oriented sections.

The print kit will also be made available in Spanish for use in areas with large Spanish-speaking populations.

In addition to the kit, the Commission is preparing a calendar of major events scheduled for 1976, and both a weekly bulletin, and a monthly newsletter.

The guidelines and themes of the observance are outlined in the kit.

The kit also suggests that media use the Bicentennial to "update and expand your role as leaders of American society." Included in the kit are matters with the official Bicentennial symbol.

The kits can be obtained from the national Bicentennial Commission, 736 Jackson Place N.W., Washington, D.C. 20276.

Newsprint recycling plant to be enlarged

Garden State Paper Co., Inc., a subsidiary of Media General, Inc., has scheduled a \$10 million expansion program for its Garfield (N.J.) mill. Garden State has some 200 newspapers in the United States among its customers.

According to Alan S. Donnahoe, president of Media General, which has headquarters in Richmond (Va.), "Newsprint supply is becoming very tight, not only in North America but throughout the world, and shortages are being forecast for some years ahead. We hope that the Garden State expansion will prove helpful in this situation."

Richard B. Scudder, chairman of the board of Garden State, said the expansion will increase newsprint production at the Garfield mill from its current 150,000 tons to 215,000 tons per year, an increase of 65,000 tons annually.

According to Mr. Scudder, Garden State completed a \$2.5 million dollar expansion of its Pomona (Calif.) mill in September of 1972, increasing production at that facility from 85,000 tons to some 110,000 tons yearly.

Present plans, Scudder said, call for completion of the Garfield mill expansion by the end of 1974, and production should increase gradually until then, he added.

ABA Gavel awards given to newspapers

Twenty "Gavels" and 53 "Certificates of Merit" will be awarded this year by the American Bar Association.

The annual ABA awards will be made to the communications media for published materials and articles and programs broadcast and televised which contributed conspicuously "to public understanding of the American system of law and justice."

The Gavel Awards program, which completed its sixteenth year this spring, attracted a 62% increase in the number of entries submitted in the competition. A total of 242 entries from 155 different media organizations were received this year as compared to 149 entries from 103 organizations in 1972.

Gavel winners will be presented inscribed gavels on August 8 at the 96th annual meeting of the ABA in Washington, D.C. Presentation will be made at the Assembly luncheon to be held in The Sheraton Hall, Sheraton-Park Hotel.

The 1973 newspaper Gavel winners are: (Classification: 50,000 circulation or under)

Illinois State Register for a comprehensive 18-part series examining many facets of the American criminal justice system.

(Classification: 50,000 to 200,000 circulation)

Tucson Daily Citizen for Nicki Donahue's four-part investigative series detailing lax administrative practices in the Pima County probate system.

(Classification: 200,000 to 500,000 circulation)

St. Louis Post-Dispatch for a five-part series by Robert Sanford explaining new forces and ideas which are taking place in the legal profession today.

St. Louis Globe-Democrat for its investigative series by Richard Krantz and Steve Higgins uncovering corruption in the city's Municipal Court.

(Classification: 500,000 circulation and over)

Detroit Free Press for an eight-part series by John Knight III exploring conditions which are weakening the ability of our legal system to function properly.

Newspaper Magazine Supplements

(Classification: 500,000 circulation and over)

Parade for Martin B. Margulies' article outlining the problems facing the nation's deaf citizens in obtaining proper legal representation.

1973 Certificate of Merit Winners

(Classification: 50,000 Circulation or under)

Kankakee (Ill.) Daily Journal for its series of articles by Howard Wolinsky describing the plight of "Mittimus" mental patients.

Napa (Ca.) Register for its five-part investigative series of articles by John W. Green analyzing criminal justice conditions in Napa.

Niagara Falls (N.Y.) Gazette for Elaine Janiak's feature article examining the New York State Criminal Code and its application to rape.

(Classification: 50,000 to 200,000 circulation)

Worcester (Mass.) Telegram for Billings B. Kingsbury's 10-part series detailing the structure of the court system in Massachusetts, problem facing the courts, and possible remedies.

Journal-Herald (Dayton, Oh.) for 11 articles by Catherine A. Martindale examining different aspects of the criminal justice system.

Sacramento (Ca.) Union for "The Forgotten Child," series of articles by Michael Otten and K. W. Lee documenting the problems facing unwed parents.

Macomb (Mich.) Daily for Donna Walters' examination and explanation of a perplexing Michigan Supreme Court ruling which has had broad effects on that state's criminal justice system.

Oakland (Mich.) Press for a five-part series by Stephen Brent explaining what benefits citizens could expect under law in landlord-tenant, divorce, indebtedness and probate cases.

(Classification: 200,000 to 500,000 circulation)

Star-Ledger (Newark, N.J.) for the "New Breed of Lawyers," a six-part series by Herb Jaffe explaining the services public interest lawyers are performing.

Houston (Tex.) Post for a seven-part series by Felton West and Henry Holcomb suggesting reform measures to make the Texas Legislature a more representative body.

Des Moines Register and Tribune for Gilbert Cranberg's editorial comments exposing the dangerous use of computer information by law enforcement agencies in Iowa.

Kansas City (Mo.) Star for its series of editorials by Robert P. Sigman urging better representation of indigents, court reform, improved penal facilities and aid for victims of crime.

Christian Science Monitor for Lucia Mouat's informative series examining the operations of lesser known Federal regulatory agencies.

Chicago Today for its investigative series by Gregg Ramshaw calling public attention to questionable practices and poor management of the Cook County Public Defenders Office.

(Classification: 500,000 circulation and over)

Daily News (New York) for Michael Pousner's four-part series outlining internal problems which are preventing New York's Family court from effectively assisting youngsters in trouble.

Detroit Free Press for its constructive editorials on school busing by Mark Ethridge, Jr., and in support of new county jail facilities by John Knight III.

New York Times for Herbert Mitgang's editorial "Bail or Jail," urging creation of alternatives to the bail bond system so that indigents can be released pending trial.

Los Angeles Times for its series of articles by David Shaw and Bill Hazlett examining the forces which have brought violence in America.

Newspaper Magazine Supplements

(Classification: 200,000 circulation and under)

Waukesha (Wis.) Freeman for a feature article by Len Worzalla detailing some of the many problems encountered by men in divorce actions.

(Classification: 200,000 to 500,000 circulation)

Courier-Journal & Times Magazine (Louisville, Ky.) for John Ed Pearce's article examining a major cause of automobile accidents in the U.S.—the drunk driver.

Parade for Martin B. Margulies' feature article explaining the history of the law of conspiracy, its consequences, and need for revision.

(Classification: 500,000 circulation and over)

Chicago Tribune for its article by Jack Star describing why people sue their lawyers and what the legal profession is doing to protect the public from lawyer errors.

Parade for its article by Sid Ross and Herbert Kupferberg examining injustices facing former convicts attempting to find jobs.

Milwaukee Journal for its 12-page supplement in recognition of Law Day 1972, written, edited and produced by Edward S. Kerstein.

Year old Delaware daily is merged

The *Daily Eagle* will put out its final morning edition next Friday, officials have announced at Milford, Del.

The paper, started last October, will merge with the *Delaware State News* and *Maryland State News* to form a new paper to be known as the *State News* and *Daily Eagle* at Dover.

It will follow the *State News'* Sunday morning and weekday afternoon publication schedule according to Joe Smyth, ident of the parent papers.

Both papers are owned by Independent Newspapers Inc.

The problem of distributing a morning newspaper in the Sussex County area was a major factor in the decision to merge the *Eagle*, Smyth said.

Pulitzer Jr. wed

Joseph Pulitzer Jr., editor and publisher of the *St. Louis (Mo.) Post-Dispatch* and chairman of the advisory board of Pulitzer prizes, was married June 30 in Cincinnati, O., to Miss Emily S. Rauh, curator of the St. Louis Art Museum. His first wife, the former Louise Vauclain of Philadelphia, died in 1968.



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New KODAK Phototypesetting RC Paper can be processed much faster than conventional phototypesetting paper. Just how much faster depends on the roller transport processor you have. But no matter what processor you use, RC Paper comes out flat, and stays that way.

That means RC Paper is easy to handle—pastes down quickly, with no curling. You get better mechanicals with less bother. Permanence is better than ever before.

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SAY THE SPEECH, I PRAY YOU

A couple of columns early this year dealing with distinctions in the verbs used in attribution brought forth the following verse from Prof. Whitney R. Mundt of Louisiana State University, Baton Rouge. As best he can remember, it was originally credited to "a professor in Ohio."

As any reader knows, a news source can charge, declare, affirm, relate, recall, aver, reiterate, allege, conclude, explain, point out, answer, note, retort or shout ask, expostulate or sigh rejoin, demand, repeat, rely blurt, suggest, report or mumble add, shoot back, burst out or grumble, whisper, call, assert or state vouchsafe, cry, asseverate, snort, recount, harrumph, opine, whimper, simper, wheedle, whine mutter, murmur, bellow, bray whinny or . . . let's see now . . . SAY!

My columns on attribution were intended to cover the most commonly used verbs, but somehow I omitted *claimed*. Although dictionaries give the definition "assert or maintain as a fact" for *claim*, the word

was described by H. L. Mencken as newspaper jargon in this sense. Theodore M. Bernstein objects to it, so does Fowler, and so do I. Because the sense *assert ownership* is so strong and prevalent, *claim for say or assert* strikes a jarring note, and is best avoided. Some bad examples: "He claims the weather is too cold"; "Wilson claimed hard work is essential to success."

WAYWARD WORDS

C. Elvan Olmstead, Bible editor of the David C. Cook Publishing Co., Elgin, Ill., writes to say that the word *divorce* seems to be cropping up as an intransitive verb. For example, "When she was seven, her parents divorced."

This is a fairly new usage, but owing to the influence of the newsmagazines, primarily, it is now so well established no dictionary spurns it. Even the usage-picky American Heritage offers it without demur. Yet to my mind it is disagreeable, and I would be surprised to find it in the carefully culled prose of *The New Yorker*, for example. The intransitive *divorced* very likely was generated by the example of the intransitive (and unexceptionable) *married*.

These uneasy, madly destructive days, we often hear of *false bomb threats*, as a result of which buildings are emptied and exhaustive, fruitless searches are conducted. The expression, when you think about it, makes it sound as if the threat is false, though it is genuine as it can be. A threat is as much a threat whether acted upon or not; fortunately, most threats, of whatever kind, are not acted upon. I do not mean to argue that anyone is actually misled by the form of the expression, but only to point out that it is misbegotten and imprecise. *Baseless bomb threat*, or even *bombless bomb threat*, it seems to me, would fit the circumstances better.

These expedients, however, are somewhat artificial. What's wrong with *bomb scare*? It denotes triviality, fright by mistake, or exaggerated alarm, and thus is preferable to *false bomb threat*.

N.Y. machinists get new two-year pact

The machinist union and New York's three major dailies reached agreement June 27 on a new two-year contract.

The tentative agreement, subject to ratification by the membership, is the second settlement among the city's 10 unions. Negotiations with the eight other unions are continuing.

The agreement between Lodge 434 of the International Association of Machinists and the *New York Times*, *Post*, and *Daily News*, is termed "identical" to the initial agreement reached last March with Mailers Union No. 6.

The pact provides for a weekly pay increase of \$13.85 in the first year and an increase of 1.5% in the publisher's payments to the union in fringe benefits. The increase in the second year would be an additional \$13.85. The day rate for machinists has been \$260.93 a week for 37 hours. The union represents about 190 employees at the three newspapers.

Joseph Armao, representative of the union, said the agreement would be submitted to the membership for ratification at a meeting July 2.

Newspaper sources report progress in negotiations with other unions, particularly the deliverers and engravers. Negotiations with ITU Union No. 6 are still stalemate, according to sources. The publishers are reportedly pushing for settlements with other unions before the fall.

Bertram Powers, ITU local president, has said that he views the fall as the ideal time to "exert pressure" on the publishers.

A year ago...

A special 16-page supplement on June 19 is headlined "It's our Anniversary" and observes the one year anniversary of the purchase of the *Boston Herald Traveler* by the Hearst Corp., parent firm of the *Boston Herald American* and *Sunday Herald Advertiser*.

Boulder Daily Camera 1972 linage figures were omitted from The E & P Annual Report of Newspaper Advertising linage:

In 1972, The Boulder Daily Camera published

23,290,862

lines of advertising!

An increase of 2,373,147 lines over 1971!

RETAIL	GENERAL	CLASSIFIED	TOTAL
18,009,838	448,805	4,832,219	23,290,862

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Service — major cause of growth in classifieds

Classified advertising has become a \$2-billion business because it serves peoples' need for information about goods and services in the marketplace. It will maintain a strong growth trend in the years ahead for the same reason, according to Jack Kauffman, president, Newspaper Advertising Bureau.

Kauffman was luncheon speaker on the opening day of the 53rd annual business conference of the Association of Newspaper Classified Advertising Managers on the Queen Mary in Long Beach, Calif. He noted that the Newspaper Advertising Bureau is projecting classified growth through 1980 in the range of 8 to 10% a year. This will bring annual classified advertising revenues of daily newspapers to a \$3.7-\$4.7-billion range by the start of the next decade.

The billion dollar spread between the conservative and the optimistic projections is both a challenge and an opportunity to the newspaper business, Kauffman stated.

"Whether we reach this higher or the lower projection will depend to a large extent on how effectively we sell our product—classified advertising," he said.

For 1973, the Newspaper Advertising Bureau is projecting newspaper ad revenues at \$7.5-billion—up 7% from 1972. The projection for classified is a 9% increase in 1973 to a total of \$2.1-billion.

Projections exceeded

The first quarter of 1973 has been better than the target projections with total newspaper ad revenues ahead 9.4% and classified up 19.9%, Kauffman said.

Kauffman also observed that the strength of the newspaper classified section as an advertising medium is attracting larger advertisers. Classified is benefiting from cooperative advertising funds supplied by manufacturers to retailers and dealers in such fields as automobiles, boats, mobile homes, and camping equipment.

A recent Newspaper Advertising Bureau study, he said, had disclosed that a majority of newspapers get more than 30% of their classified advertising from accounts who place lineage contracts.

Steve Van Osten, Bureau vicepresident for classified advertising sales, showed the assembled classified advertising managers a new presentation, "The Classified Audience—40 Million Readers Every Day." It made the point that classified ads are particularly effective in bringing the sales message to the best sales prospects.

Readership of classified advertising may be as much as three times higher among the best sales prospects than it is among other newspaper readers. For example, the proportion of those planning to buy a new car who read classified advertising "yesterday" was 67% higher; among those planning to buy a used car it was 225% higher.

Consumer reporting contest announced

A series of awards for excellence in consumer reporting, with prizes totaling \$10,000, was announced today by Donald R. Larrabee, president of the National Press Club in Washington, D.C. and Edward S. Donnell, president of Montgomery Ward.

This is the first consumer journalism award program.

Larrabee said the Club's board of governors had approved the prize plan, the first in the club's history, as part of an ongoing effort to expand the organization's influence on journalism quality.

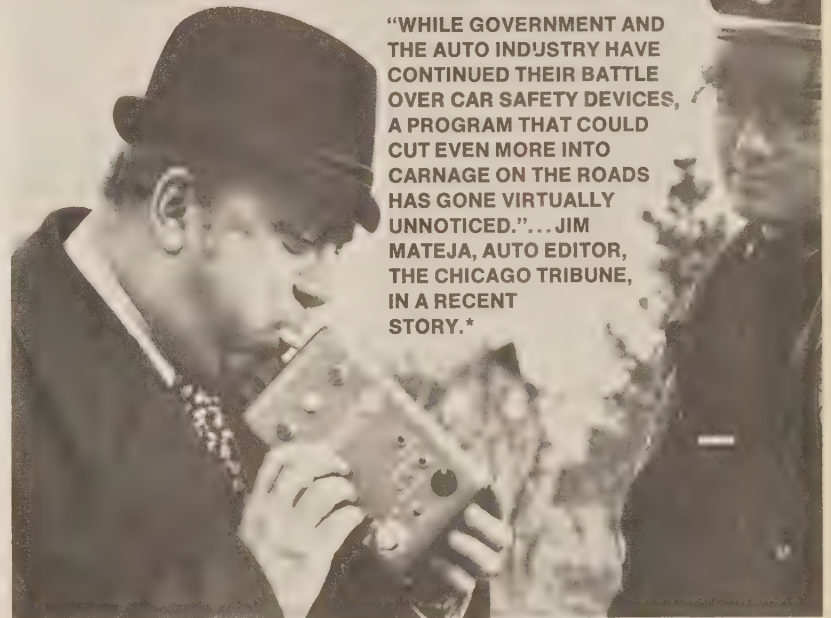
The consumer journalism awards will

be named for Montgomery Ward, the retail chain which is financing the program. The National Press Club will maintain complete control over the program, according to representatives of both the club and Montgomery Ward.

The awards will be given annually in various categories yet to be decided for outstanding work in print and electronic news media. Presentations of prizes will be made at a formal club ceremony.

The first competition will be for the calendar year 1973 and will be judged by an advisory council to be named by the board of governors who will make the final selections. Inquiries should be directed to the Montgomery Ward Consumer Journalist Award Program at the Press Club.

Tester Tabs Drunk Drivers



"WHILE GOVERNMENT AND THE AUTO INDUSTRY HAVE CONTINUED THEIR BATTLE OVER CAR SAFETY DEVICES, A PROGRAM THAT COULD CUT EVEN MORE INTO CARNAGE ON THE ROADS HAS GONE VIRTUALLY UNNOTICED."...JIM MATEJA, AUTO EDITOR, THE CHICAGO TRIBUNE, IN A RECENT STORY.*

This twofold national program is being conducted through a unique government-private industry partnership involving field testing and a public information program by the U.S. Department of Transportation (DOT) and the Kemper Group as a public service.

Roadside breath testers now being field tested in Nassau County, New York, and Hennepin County, Minnesota, could drastically reduce America's annual highway toll of 28,000 deaths, hundreds of thousands of injuries and property losses in the millions caused by drunken drivers. Once successful field testing has been completed, testers may become as common as radar.

Currently, however, only nine states have laws which permit the use of the new devices (South Dakota, North Dakota, Vermont, Maine, New York, Indiana, Nebraska, Minnesota and Virginia).

This crucial new highway safety program is just being introduced to state legislators, law enforcement officials as well as the general public. The primary source document on roadside breath testing, "The Roadside Breath Tester Could Save Countless Lives Every Year," has just been published for DOT by Kemper.

For the booklet, model legislation, press materials or further information, write or call:
Public Relations Department
Kemper Group
Long Grove, Illinois 60049
(312) 540-2518 or 540-2513

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Florida papers give no-growth crusade a forum

Florida's "Come on down!" siren song that orange juice pitchman Jim Dooley did so convincingly on television a few years ago has been muted. The anti-growth forces dominate the news these days and the newspapers are giving them a forum, though few are inclined to support them editorially.

Informally, during an interlude at the annual meeting of the Florida Press Association June 21-23 in Port St. Lucie, Prof. John Paul Jones of the journalism faculty at the University of Florida remarked that the editors were doing what they had to do—cover the news. And right now it's the crusade for keeping Florida's population under control that's newsworthy.

FPA president S. H. (Sonny) Stalls, who publishes the weekly *Clewiston News* in the area between the Gold Coast and the Gulf Coast, said succinctly, "Newspapers need people."

The program for the joint sessions of the FPA, comprised of publishers of weekly and daily newspapers with an aggregate circulation of 3 million, and the Florida Society of Newspaper Editors highlighted the state's planning problems, particularly in the field of energy.

Energy crunch explained

The main event for the news executives was a tour of nuclear power facility during which the president of Florida Power & Light Company declared, "May I, ever so gently, but yet, with conviction, remind you that the generation and distribution of adequate quantities of electricity is not a problem of 'they' (the utility firms)—but one which we must jointly resolve."

It was billed as "a power-packed convention" and the news releases from the utilities made it live up to that. The journalists found they were plugged into the full publicity circuit, plus the electrifying experience of an unscheduled blackout that left workshop rooms without light and air-conditioning for about an hour.

Just as Florida Power Co. president Andrew H. Hines Jr. had warned it all happened. Editors went home with ideas for acquainting their readers with the possible crisis in energy production and what is being done to prevent it. On their minds was what Hines had said, "As far as electricity in Florida is concerned, the energy crisis is an empty headline. Don't you believe it! . . . The failure of just two plants to live up to expectations will leave the state short of electricity."

A different light

But Raymond J. Mariotti, editor of the *Palm Beach Post-Times*, threw a different light on the problem in his post-convention comments.

"I was almost ready," he wrote, "to pass a hat for the good, all-American power companies that were saying they had done so much for us and our economy. But I

looked around. There were 72 light bulbs on in the ceiling, plus a light on the speaker stand and an exit light. The drapes were drawn, shutting out the natural light. The air conditioning was at least five degrees below a comfortable level. Yes, we have an energy crisis. And a big reason is that the power companies are so proficient in salesmanship. They aren't thinking about conserving power until they can no longer supply it."

After some land developers had their say, the state's pollution control board chairman David Levin warned that controls will have to be enforced to limit land use and prevent the state from "drowning in a sea of sewage."

Ed Harvey, speaking for builders, insisted that ecology and growth are compatible.

Daily debate continues

This debate fills newspaper columns alongside announcements of bigger and better high-rise condominium complexes or the community needs for funds to build sewage treatment plants, public transportation, schools and charitable facilities.

Thrust into the national spotlight by its attempt to impose a strict no-growth code, the city of Boca Raton stands out as a news center demanding the day-by-day attention of the full staff of the *Boca Raton News*, smallest of the Knight newspapers.

Greg Dawson, who covers City Hall, was prompted to observe in a commentary this week: "Life in Boca Raton the past several months has been the 40,000 dwelling-unit growth capacity. The acrimony of our public life the past two weeks can be traced to the capacity and the Gothic paranoia it has inspired."

On the Federal Highway at the entrance to the city, which is the annual meeting site of the Southern Newspaper Publishers Association, a road sign proclaims: "Mortatorium is not progress."

Oregon paper honored for press council

The *Bend* (Ore.) *Bulletin* was selected to receive the 1973 Citation of Merit presented by the American Society of Journalism School Administrators for its leadership in supporting the concept of media evaluation.

Under its editor, Robert W. Chandler, the paper has fostered press councils since 1967. The association said "a majority of our members believe it (press council) is a progressive step in demonstrating journalistic responsibility and reducing the credibility gap between the media and public."

Old fashion idea

The *Vancouver* (Wash.) *Columbian* kicked off three days of "Old Fashioned Days" on May 30 with a 32-page full-size special section. The advertising in the edition was placed against a background of historic front pages and news from bygone days of the *Columbian*. Many of the advertisers tied in their copy and artwork to the theme.

24 journalists receive NEH fellowship award

Twenty four journalists will undertake special studies during the 1973-74 school year under the Fellowships for Journalists program, which is funded by the National Endowment for the Humanities, a federal agency.

Fellows who will spend an academic year at Stanford University in Palo Alto, Calif. are:

Thomas Brown, 31, associate editor of the *Anchorage* (Ala.) *Daily News*; John Cashman, 43, day city editor of *Newsday*; John Dart, 36, religion writer, *Los Angeles Times*; Kevin Hall, 28, education writer, *The Hackensack* (N.J.) *Record*; Garrett Ray, editor and publisher *Littleton Independent* and *Arapahoe Herald*, a weekly in Littleton, Colo.; James Risser, 34, a reporter in the Washington bureau of the *Des Moines* (Iowa) *Register and Tribune*; Donald Robinson, 35, associate editor of the *Eugene Register and Guard* in Eugene, Ore.; Peter Schrag, 41, a free lance writer in San Francisco; James Shoop, 41, investigative reporter for the *Minneapolis Star*; Joan Snyder, 37, associate producer of CBS-TV in New York City; James Wargo, 38, Detroit bureau chief of McGraw-Hill News; and Shirley Williams, 38, book editor of the *Louisville Courier Journal* and *Times*.

To study at Ann Arbor

The other 12 fellowship award winners will study at the University of Michigan. They are:

Jeffrey Daniels, 27, environment and transportation reporter for the *Hartford* (Conn.) *Times*; Charles Gibson, 30, reporter for WMAL-TV in Washington, D.C.; Richard Hughes, 35, bureau chief, United Press International in Detroit; James Ingram, 34, radio commentator for WCHB radio in Detroit and columnist for the *Michigan Chronicle*; Gerald Keir, 29, political editor of the *Honolulu Advertiser*; Robert Martin, 38, *Tampa Times* art critic; John Needham, 28, Newark, N.J. bureau chief for United Press International; Peter Osnos, 29, staff writer, *Washington Post*; Scott Payne, 32, managing editor for the *Norton Examiner* in Muskegon, Mich.; James Russell, 27, reporter for National Public Radio in Washington, D.C.; Thomas Wilson, 37, executive editor for *The Republican Courier* in Findlay, Ohio; and John Woodruff, 29, Hong Kong bureau chief for the *Baltimore Sun*.

Each of the fellows receives a stipend geared to his salary, for a maximum of \$1,500 per month.

The National Endowment for the Humanities is a federal agency established in 1965 with the aim of providing financial support to individuals and institutions engaged in the production and dissemination of humanistic knowledge.

The Michigan program is directed by Professor Ben Yablonsky. The program at Stanford is under the direction of Professor Lyle M. Nelson, chairman of the department of communications.

Survey says public records not released

State and local records defined by law and executive order as "public records" in Massachusetts are closed off by bureaucrats, according to a survey by the Eastern Massachusetts Public Interest Group.

Eight student investigators visited 33 state and local agencies requesting 56 specific items legally defined as public. 26 of the 33 agencies either refused completely to give out the records, or demanded to know first who the investigators were and why they wanted the information. Of the 56 items, reports the survey, the students were able to get access to only 35.

According to the group, all the students had memorized laws and executive orders to be able to ask for the records as forcefully as possible.

At the Boston Authority, the investigator says he was told to talk to the public relations director. Finally reached three days later, the PR director said he would release the documents (minimum and maximum income requirements for public housing, minutes of meetings, etc.) only after being convinced of the "seriousness" of the request.

The survey reports that information on consumer complaints on licensed practitioners (doctors, lawyers), and on auto repairs, were also difficult to obtain. Many agencies, say the researchers, refused to turn over any documents without first being shown the law requiring it.

Among the records defined as "public" are:

Any records which an agency is required to fill out by law, or which individuals must submit to that agency;

Rules and regulations of every "department, commission, or board vested by law with the power to make or issue rules;"

Minutes of all meetings of state, county, or local agencies, boards, etc., except for executive sessions (minutes of executive sessions may remain secret as long as publication would defeat the purpose of the session);

Records of business transactions, bids for contracts, etc. except for public authority records pertaining to acquisition of real estate)

All records referred to in minutes of meetings.

All public records are required by law to be made available to any individual and must be copied for that individual at a reasonable fee.

Fellowships awards

Minneapolis Star has awarded fellowship grants to two university students. Barbara Snyder, a graduate student at the University of Wisconsin and summer intern at the *Buffalo Evening News*, was awarded \$1,500 to study consumer affairs reporting and James E. Adams, Temple University, was awarded a \$1,500 business or economics reporting fellowship. Both schools will each receive \$500 from the paper.

EDITOR & PUBLISHER for July 7, 1973

Canadian Press goes to system of CRT editing

Introduction of an electronic writing and editing system for a major portion of the Canadian Press news report from the Atlantic provinces was announced June 30, at a meeting of news editors of 15 daily newspapers.

Keith Kincaid of Toronto, CP general executive, said cathode ray tubes will be introduced at CP's main Atlantic bureau in Halifax early in September.

Mr. Kincaid also said a wide-band communication channel capable of carrying up to 24 teletype circuits will be extended to Eastern Canada from Toronto in 1974.

Photon revamps regional marketing executives

Photon, Inc. of Wilmington, Mass., manufacturer of phototypesetting equipment, has named a new vicepresident of field operations and four regional vicepresidents.

Earl T. Bradley has been named vicepresident of field operations. Eric W. Parlow, vp of western region; Walter P. Wilson, vp of midwestern region; John M. Atherlay, vp of eastern region; and Robert G. Brantley, vp of southeastern region.

In making the announcement, marketing vicepresident C. K. Quimby said the new appointments were part of a reorganization of field sales and service operations.

SmithKline

CORPORATION

is the new name for
Smith Kline & French Laboratories

Effective July 1, 1973, Smith Kline & French Laboratories, which has its headquarters at 1500 Spring Garden Street, Philadelphia, Pennsylvania, will be known as SmithKline Corporation.

The name "Smith Kline & French Laboratories" was adopted at the time of our incorporation in 1929 and has been identified primarily with our pharmaceutical business.

The name "Smith Kline & French Laboratories" will continue to be used for the Corporation's pharmaceutical division, still our major business, and will appear as part of the name of certain of our international companies.

In addition to pharmaceutical products, SmithKline Corporation now researches and produces animal health products, consumer products, industrial products, and medical services and instruments. Our new name better reflects this diversification.

SmithKline

CORPORATION



PUBLISHER ELECTED—Richard G. Inskeep has been elected publisher of the *Fort Wayne (Ind.) Journal-Gazette* and president of the Journal-Gazette Co., succeeding James R. Fleming who died on June 10. Associated with the newspaper since 1949, Inskeep was vice-president and treasurer of the company and is a former managing editor of the newspaper. He is also vicepresident and a director of Fort Wayne Newspapers, Inc., agent for the Journal-Gazette. Inskeep announced the election of Mrs. James Abromson, daughter of Fleming, and John Shoaff, Fort Wayne attorney, as new directors of the company. Naomi Erb, secretary of the company, was also named treasurer.

DANIEL F. LYNCH and **BRUCE D. MACINTOSH**, who assumed ownership of the *Denver (Colo.) Cervi's Rocky Mountain Journal* on July 1, were named editor and business manager, respectively; **SHERRY KEENE**, a reporter with the Journal and Colorado correspondent for Newsweek magazine, was appointed managing editor.

ELOISE BANKS, publisher of the *Phoenix Arizona Tribune*, a black weekly, was appointed associate director of the Women's Bureau of the U.S. Dept. of Labor.

LAWRENCE A. WALLACE, labor relations manager of the *Detroit Free Press*—named labor relations director of the *Washington Post*, succeeding **LAWRENCE KENNELLY**, who was named vicepresident and executive director of the Washington Publishers Association.

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FRANCIS X. TIMMONS, former advertising promotion director of the *Wall Street Journal* and staff member of EGR Communications, New York City marketing and promotion firm, has joined Healy, Dixey & Forbes, a Montclair, New Jersey advertising agency as vicepresident and account executive.

J. ROBERT PENICK, UPI regional executive for Kentucky and southern Ohio—named UPI's Cleveland bureau manager; **JIMMY D. BRITNELL**, UPI regional executive for Tennessee and Mississippi, succeeds Penick as regional executive for Kentucky and southern Ohio.

JACK HARRINGTON has resigned as general manager of the California Newspaperboy Foundation to accept a position with McGiffin Newspapers as publisher of the *Yucca Valley News* and *Twenty-Nine Palms Desert Trail*, and as advisor to the corporate office.

DOLORES FREDERICK, science writer for the *Pittsburgh Press*—awarded the distinguished reporting award of the Pennsylvania Association for Retarded Children for her stories on the plight of retardates in residential facilities.

RALPH HECKMAN, circulation manager of Fort Wayne, Indiana Newspapers, Inc.—elected president of the Indiana Circulation Executives Association.

PATRICK COLLINS, crime and police reporter for the *Washington Star-News*, has joined the news staff of WTOP, the Post-Newsweek station.

RAY SHAW, director of development for Dow Jones & Company, Inc. was elected vicepresident for development; his duties will include supervision of Dow Jones' international activities, the company's computer and communications departments, and a joint venture with Bunker Ramo Corporation to produce a computerized news retrieval system.

JOHN LEONARD, editor of the *Sunday New York Times* book review section, who wrote tv critiques under the pen name "Cyclops" for *Newsweek* magazine, will now write his tv pieces for the Sunday Times.

GENE HAUG, at onetime with the *New York Herald Tribune*—appointed director of public relations for Midwest World Publications, Bexley, Ohio.

ANDREW OCKERSHAUSEN, vicepresident of the Washington (D.C.) Evening Star Station Group—elected chairman of the joint (radio and tv) board of directors of the National Association of Broadcasters.

REUBEN MAURY, retired chief editorial writer for the *New York News*—awarded the Order of Brilliant Star, Nationalist China's highest civilian decoration.

W. T. FRANKLIN JR., editor and publisher of the *Lexington (Tenn.) Progress*, is the new president of the Tennessee Press Association, succeeding **FRANKLIN YATES** of the *Shelbyville (Tenn.) Times-Gazette*.

JOHN SHERMAN, former *Hartford (Conn.) Courant* reporter—appointed special assistant for press relations for U.S. Senator **Abraham A. Ribicoff** (D-Conn.).

The California-Nevada Associated Press News Executives Council has elected **LEO BOWLER**, managing editor of the *San Diego Tribune* as chairman. He succeeds **WARREN LERUDE**, executive editor of Reno Newspapers, Inc. **GLENN BROWN**, managing editor of the *Redwood City (Calif.) Tribune*, was selected vice-chairman.



HAGER



CARBETTA

JOHN HAGER, who has practiced law for the past nineteen years with Sandidge, Holbrook, Craig & Hager, P.S.C., and its predecessor firms was named co-publisher and co-editor of the *Owensboro (Ky.) Messenger and Inquirer*; Hager joins his father, **LAWRENCE W. HAGER, SR.**, chairman of the board, and his brother, **LAWRENCE W. HAGER, JR.**, co-publisher, co-editor and vicepresident, in the management of the newspaper. John Hager has served as the newspaper company's president since January 1973.

JAMES C. CARBETTA, classified advertising manager of the *Willoughby (Ohio) News-Herald*—named manager of the News-Herald advertising department; **JAMES FOWLER**, staff member of the News-Herald—named assistant classified advertising department manager.

LOUISE CORUM of the *Huntington (W.Va.) Advertiser* staff received two honors in the national writing contest sponsored by the National Federation of Press Women.

MRS. CHRIS O'ROURKE—named classified advertising manager of the *Morristown (N.J.) Morris County Daily Record*.

VINCE WALKER—appointed Detroit advertising manager of the *Chicago Tribune/Today*. He was formerly with Million Market Newspapers. **DICK PRINDVILLE**, who has been Detroit manager for the past five years, will return to Chicago.

in the news



COLLINS



JENKINS

WILLIAM A. COLLINS, managing editor of the *Columbia (S.C.) Record*—promoted to editor; DR. H. HARRISON JENKINS, associate editor of the *Record*, becomes editor of the editorial page, succeeding JOHN A. MONTGOMERY—retired.

JOE BONIECKI, assistant manager of the Detroit advertising office of the *Chicago Sun-Times* and the *Chicago Daily News*, was appointed manager of the automotive division, national advertising for both newspapers.

HAROLD BELKNAP, editor and publisher of the *Norman (Okla.) Transcript*, was elected president of the Oklahoma Press Assn.

A. M. LEARNED, onetime editor-in-chief of the *Schenectady (N.Y.) Union-Star*—retired as director of the news bureau of Hobart and William Smith College, Geneva, N.Y.

The following staff appointments have been made by the Associated Press:

NICHOLAS LUDDINGTON, Ankara, Turkey correspondent, was assigned as the news bureau's Bucharest correspondent;

WILLIAM L. WINTER, head of the Cincinnati bureau, takes over administrative direction of the Jackson, Miss., bureau, succeeding JAMES S. SAGUS, who will concentrate on legislative coverage;

MARY SCHEIER, Springfield, Mass. correspondent, succeeds Winter at Cincinnati;

JOHN GREELY, Seattle bureau staff member, goes to Juneau, Alaska as a correspondent, succeeding STEVEN B. WEINER, who returns to the Seattle control bureau to specialize in Alaskan affairs.

SAMUEL P. NORTON, onetime reporter on the *Wheeling (W.Va.) News Register*—named director of advertising of Fidelity Bank in Philadelphia.

CATHERINE FOSTER, news editor of the *La Follette (Tenn.) Press*—received the first Golden Press Card award from the East Tennessee Professional Chapter of Sigma Delta Chi for a series of articles on drug problems.

JEAN CALDWELL, reporter for *Boston Globe*—named top winner in the "Best Series Category" of the 28th annual awards presentation of the New England Women's Press Association. The 5-part series was about the Belchertown (Mass.) State School.

MICHELLE STEPHANIE KALKOWSKI, who recently graduated with a bachelor of science degree with a double-major in journalism and home economics from the University of Nebraska at Lincoln, was appointed food editor of the *Omaha (Neb.) World-Herald*.

STEPHEN L. BOUSER, previously a copy editor on the *Miami Herald*—assumed duties as associate editor of the *Morganton (N.C.) News-Herald*.

CHARLES W. HEMANN, director of public relations and community affairs for the First National Bank of Arizona, has become first male member of the 20-year-old Arizona Press Women association.

JACK BARKLEY, editor of the *Kokomo (Indiana) Tribune*, was elected president of the Indiana APME Association for 1973-74, and WILLIAM DUBOIS, JR., managing editor of the *Muncie (Indiana) Star* was elected vicepresident.

GARY BARTON AHLSTROM, senior account executive with Tully-Menard, Inc. has joined the *Charlotte (N.C.) Observer* and the *Charlotte News* as assistant general advertising manager; ROBERT H. WILLARD, administrative assistant in the general advertising department, will handle financial advertising accounts for the *Observer and News*.



CLANCY



PARICHY

THOMAS G. CLANCY, manager of the New York advertising office of the *Chicago Tribune* and *Chicago Today*, was appointed to the new position of sales manager, general advertising for the *Chicago Tribune* and *Chicago Today*; JOHN B. PARICHY, who held sales positions in classified, retail and general advertising and in the marketing division of the two newspapers, succeeds Clancy as manager of the New York advertising office.

John A. Park, Jr.

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DON HOLLENBECK AWARD

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Department of Journalism
and Mass Communications

DEADLINE SEPT. 1, 1973

The Don Hollenbeck Award is given annually for the best newspaper article, magazine article, television or radio script, or book evaluating the mass media or any particular publication or news organization.

The competition is administered by the New York University Department of Journalism and entries will be judged by a panel consisting of faculty and professional newsmen.

The award provides a single \$500 annual prize with a plaque.

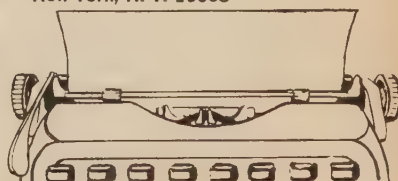
Three copies of the article, script, or book must be submitted. The competition deadline is September 1 of any given year. Entries must have been published or broadcast after September 1 of the previous year. Only published or broadcast material will be considered. Broadcasts must be submitted in script form.

The winner will be announced in the autumn of 1973.

The Don Hollenbeck Award was established by a grant from the Irving Caesar Foundation in memory of the late CBS News Correspondent Don Hollenbeck.

Mailing address for entries:

Professor M. L. Stein, Chairman
Department of Journalism and Mass
Communications
New York University
1021 Main Building
Washington Square
New York, N. Y. 10003



J-schools expand use of automation

By Dr. John Griffith

Newspaper employees may soon be taking training courses at the plant—via a computer hookup and program with the nearby college campus.

That's one of the goals of journalism educators who are involved in growing use of computer-assisted instruction.

Call it CAI—a computer-manipulated self-instructional system of learning which uses subject matter broken down into small segments.

The subject matter is presented in a logical sequence. An active response by the student on a computer terminal keyboard is required. The student is then given the correct answer. The feedback reinforces the correct response or, in the case of a wrong answer, allows the student to correct the mistake immediately.

In computer-assisted instruction (CAI) the terminal typewriter is used most extensively because of its low cost. More sophisticated systems include a graphic display with light pen, a keyboard, audio tape unit and image projector.

First CAI program

The first computer-assisted instruction (CAI) program in journalism was produced by Professor Robert Bishop at the University of Michigan where students have used his program in basic news writing for several years. Stories are rewritten or composed from fact sheets. There is input at the computer terminal.

Stories are evaluated on a printout in terms of correct copy form, the lead in the right place, sentence and paragraph length, proper use of quotes, redundancies, story length and use of proper nouns.

Prof. G. Ronald Christopher, Ohio State University, is using a drill-and-practice editing program. The program enables a student to develop skills and then practice them under a variety of learning situations.

Professors Ken Jackson and Keith Stamm, Indiana University, are using CAI to monitor the behavior of journalists in seeking information and in constructing stories based on information received. The computer also monitors classroom communication, interview interaction, simulated press conferences and pool interviews.

Prof. Robert Simmons, University of Florida, is developing a computer-managed set of instructional modules using CAI to teach type recognition, cropping and picture scaling and printing operations. A headline program covers counting head schedules and word substitution.

UPI style taught

Marie Dence, University of Florida, has written a program to teach UPI style. The computer pre-tests students, then directs them to work in areas in which they show weaknesses. The program was used by 50 news writing students in the winter term.

Also in Florida, Prof. Don Holland is

using CAI to measure student comprehension of a required advertising textbook. The main purpose is guidance and review near the end of the course. He also is planning a program to teach proper use of source materials.

The ADMAG program, developed at Michigan State University, involves students making decisions in a competitive advertising media-buying situation.

Playing a sales manager

Prof. Dennis Lynch, University of Kansas, is beginning a CAI program in which students role play as TV or radio station managers, programmers or sales managers. He expects to develop similar programs for advertising.

There are problems in using CAI, perhaps foremost a lack of evidence of its effectiveness compared with other types of teaching. Although generally computer-assisted instruction has been found equally as good as other instructional techniques, this isn't a strong selling point to justify the work and cost necessary to develop and implement CAI programs. However, research has shown a significant positive change in student attitudes with CAI compared with traditional lecture-discussion methods.

There is a lack of commercially-prepared materials in most subject areas, and in journalism in particular. Teachers generally don't have the time to prepare their own programs. They have to be released from part of their teaching or seek grants to finance program development.

Although there are about 1,000 CAI facilities in universities and public schools systems, few are reported teaching journalism because of the lack of programs.

Because computerized education changes the teacher's role, there is a lack of faculty interest and sometimes opposition to the method. A teacher must modify his teaching and is expected to have the expertise to analyze computer-based statistics on student performance.

Costs are high

Costs are high, ranging from \$2 to \$15 per student hour of instruction. Figures from the University of Illinois give the cost range of \$400 to \$800 per hour of instruction to develop programs.

On the plus side, costs are reduced as the number of students using CAI increases. If 500 students per year for five years used a program, the cost would be about 25 cents per student hour. With as many as 4,000 student stations hooked to a central computer, costs would be 11 cents per student hour with the system operating only eight hours a day.

Advantages include reducing teacher time in the classroom, and using graduate students more extensively without a loss in quality of instruction. Journalism students are familiarized with computers and

sometimes with CRT units used as part of the instructional system.

CAI gives immediate feedback whereas erroneous concepts assimilated during a classroom lecture may be difficult to erase. Further, students may remember an example from a lecture, but forget or miss the point it was intended to make.

CAI is not prone to human failings and it affords continuous service and remote usage. Instruction is available at any time during a school day.

CAI seems to have potential in the newspaper medium, as one recent job-hunting student was told, "We need people who can tell us how or where we can use computers." The emphasis in the newspaper industry seems to be on the need for innovations, not just on computer applications in payroll processing or typesetting.

Editors ask when

The general idea of extending CAI to professionals has been broached to some Florida newspaper executives. Among newspaper men the response has been generally favorable, with "When?" being the main question.

With several universities developing CAI programs in journalism, the "when" may not be far in the future.

When CAI goes off-campus its administration could be with extension education services. Here are some extension possibilities posed by Prof. Frank Pierce, University of Florida:

"CAI courses in journalism could well be used by professionals who are working for college degrees and hope to shorten the time required.

"An employee working in an organization that has a computer terminal and the necessary equipment for a long-distance hookup to a university computer could take a course for credit in an office hundreds, or even thousands, miles away.

"This could involve upgrading or training on the job for such work as media-buying that requires mastery of basic skills such as interpreting standard rate and data service publications or analyzing demographic information.

For ad background

"Or a prospective employee who shows promise as a writer but is viewed by the management as needing backgrounding in advertising or marketing processes might be helped efficiently.

"Some discussion of other applications has focused on special language-skills training for members of minority groups or persons who show promise as professionals but have language-skills deficiencies.

"Other possibilities are CAI units dealing with specialized reporting tasks such as reading and interpreting financial reports, census and other government

(Continued on page 27)

COMPUTER APPLICATIONS

Edward Padilla, production manager of the *Sacramento* (Calif.) *Union*, said at the recent conference of the International Circulation Managers Association there is no doubt in his judgment that the digital computer will become the heartbeat of tomorrow's operations. He sees every department, in one way or another, tied to the capabilities and potentials of the digital computer. In larger newspapers, the large central processor will collect information on line to the various departments, such as the circulation, classified and editorial departments; also it will handle wire services. It will then integrate, update, correlate and output that information for whatever jobs that need to be done.

In smaller papers are found small, inexpensive mini-computers situated in departmental areas doing specific tasks and tied in some way to some central information processing computer which will then correlate and process the date in its final form.

"We are now experiencing a pervasive shift from a highly desegregated and departmentalized newspaper of today to a highly integrated and undepartmentalized newspaper of tomorrow," Padilla said.

Circulation managers will be spending large segments of time in developing marketing strategy, doing original circulation and demographic research, and will have an ever-increasing influence on the development and planning of the editorial product.

Gone are the days when a newspaper can afford to let its suppliers do its long range planning, Padilla continued. Gone are the days when a newspaper can take the ad hoc approach to installing single pieces of equipment in various departments without concern and study of the effects. There is where the systems approach will come to the forefront, maximizing the efficiency of the total job.

Unifies operation

The systems approach seeks to achieve the lowest capital investment for the total system, not just one area. It seeks the lowest unit cost for the entire process, not

just one operation. The systems approach brings together the operations of a newspaper into a homogeneous mix, rather than an assortment of pigeon holes segregated by departmental barriers.

The days are gone when the computer's sole job in a newspaper is the hyphenation and justification of composing room text. Future computer systems will cut through the entire gamut of a newspaper's operations.

Padilla referred to his paper's recently installed computerized circulation control system. An inexpensive CRT terminal system called Inforex, termed in data processing circles a key-disc-tape system. This was hooked up with the IBM 1130 and lent the capability of capturing circulation information at its source—while the subscriber was on the phone—without duplication of the original keystroke.

With the Inforex system, information is collected, turned over to the disc file, and sorted in any desired order, called back at any time, and at the close of the business day the circulation department can simply press a button and magnetic tape of that day's operations is ready for computer processing.

Summarizing the system, Padilla said it is designed to:

Computerize all daily circulation operations; maintain both subscribers and non-subscriber files; handle all aspects of circulation promotion and provide mail lists of all non-subscribers within the 25-mile radius primary market area. Geographic and demographic flexibility are an inherent part of the system.

Modernizing via production

To meet many challenges, newspapers have got to modernize through the production process, Don Abert, publisher of the *Milwaukee Journal* and *Sentinel* told the conference. He added:

"Don't think for a moment that your publishers are not aware of the problems you face in sales and service when production delays occur. Customer relations, as well as staff morale, are just as important to us as they are to you."

He asked that circulation men think of the Audit Bureau of Circulations not only as a verifier of paid circulation claims, but also as a logical source of sales and marketing information in connection with the selling of print advertising.

Thomas B. Sherill, *Sarasota* (Fla.) *Herald-Tribune* and *Journal*, reported to the conference that 92 new members were added to ICMA rolls commencing in July, 1972, bringing regular membership to 1,011 and total membership with the addition of associates and honoraries to 1,349.

Conference cancelled

The National Newspaper Association's conference on Energy: Crisis and Change, scheduled for June 28-29 in Chicago, was cancelled due to insufficient registration.

Bedridden newsman, Hugh Sandefur, dies

Hugh Edward Sandefur, newspaperman and the voice of Henderson, Ky., who was confined to his bed for the past 40 years, died June 16 at the age of 61.

The day before his death, Sandefur received two honorable mention awards in the daily newspaper category in competition sponsored by the Kentucky Press Association.

Bedridden because of an arthritic condition, Sandefur retired on April 25 after a career of community service spanning 30 years with the *Gleaner-Journal* (now *The Gleaner*) and Henderson radio station WSON.

New process helps recycle newspapers

Ice-cube sized pellets of compressed and shredded old newspapers are being shipped to the Far East by the Papakube Corporation of San Diego. A test shipment is being made to Japan, and a newsprint mill in Taiwan and a boxboard company in South Korea are making arrangements to import the cubes. Key to the export potential of the product is that it drastically reduces the mass of waste paper.

A 48-page newspaper becomes four or five cubes, a handful. Thus, 30 to 40 pounds of old newspapers can be compressed into a cubic foot, about half the original bulk, cutting down shipping charges to \$14 per ton compared to \$44.28 for baled newspapers.

Three patents are pending for the cubing process.

Victor Cohn is cited for sickle cell series

Victor E. Cohn, science reporter for the *Washington Post* and Robert E. Gillette, staff writer for *Science* magazine were awarded \$1000 each as winners in the first Science-in-Society Journalism Awards, sponsored by the National Association of Science Writers.

Cohn won for his four articles on sickle cell anemia and Gillette was cited for his series on nuclear reactor safety.

The awards were presented at the annual banquet of the NASW in New York City on June 26.

Newhouse paper rescinds price hike

The *Portland Oregonian*, responding to President Nixon's economic message, announced June 14 that the June 16 boost in wholesale rates for the morning publication to franchised dealers would be rescinded.

The suggested rates for home delivery and newsstand sales will also remain at former levels.

The publication had announced June 11 the higher prices affecting all but daily newsstand copies, its first increase in prices since August 1, 1970.

Computers used

(Continued from page 26)

documents and relatively technical materials."

The needs of the mass media have resulted in major leaps in production technology. It is likely that journalism educators' interests in analysis of writing by computers and development of other CAI programs will not duplicate those other efforts, but could make valuable new contributions.

Dr. John Griffith is chairman of the department of journalism, College of Journalism and Communications, University of Florida.

NBC protests FCC order to offset investigative reporting

In an appeal filed with the Federal Communications Commission, the National Broadcasting Company said that an unprecedented ruling by the FCC staff would block investigative reporting by television journalists.

The Commission's staff had previously ruled that the award-winning NBC News Special "Pensions: The Broken Promise," which dealt with the deficiencies of private pension plans, violated the Fairness Doctrine because it did not deal sufficiently with successful pension plans. The FCC staff asked NBC to submit information on what additional programming it planned to present to offset this investigative report.

In its appeal, NBC pointed out that the staff ruling extends the Fairness Doctrine beyond any prior ruling and would substitute the judgment of the Commission's staff for that of professional journalists, contrary both to the basic precepts of a free press and to the Commission's own prior position on application of the Fairness Doctrine.

In an affidavit filed with the NBC brief, Reuven Frank, former President of NBC News, pointed out that "almost all the great television documentaries dealt with problems. Most of them would have been impossible under this rule. There seems to be agreement that examination of problems of society is a high calling of journalism. Journalists follow many definitions of news, but generally these agree that news is the atypical. Sunshine is a weather report; a flood is news. A fire is reported, but not the houses which didn't burn."

J. Edward Murray, immediate past President of the American Society of Newspaper Editors, stated in a supporting affidavit that "the decision has dangerous implications not only for the future of television journalism, but for that of the print press as well." He observed: "... it would be commonplace newspaper procedure that if an editor decided that some private pensions are flawed or useless—the expose would simply assume that the majority of private pension plans were more or less in acceptable shape."

Murray pointed out that the ruling, if applied to newspapers "would either destroy the fruits of any investigative reporting, or more than likely, guarantee that no serious investigative reporting would be undertaken in the future."

Noted good plans

NBC noted that at a time when the FCC claims to be encouraging boldness in television reporting, the staff ruling would accomplish just the opposite effect. The Commission staff would decide for the journalist what material was appropriate to offset an investigative report on an acknowledged social problem, and how much of it was necessary to meet regulatory judgments.

NBC said the program, while dealing with the problems of private pension plans, placed the matter in perspective by clearly stating that there were "many good ones (pension plans), and there are many people for whom the promise has become a reality."

NBC said the FCC staff mistakenly treated the program as a general survey of the whole pension system, instead of an examination of problems in that field. NBC added that this was a departure from the FCC's own interpretations in permitting the broadcaster wide discretion in determining the subject and treatment of documentaries.

The staff ruling, NBC said, would "inhibit television journalism by forcing television reporters to engage in a kind of thinking and practice which has nothing to do with journalism. . . . It would impose, as well, a variety of other less obvious sanctions—e.g., the inhibiting effect upon television journalists and producers of being obliged to justify to their superiors and to the Commission the work they have done; the immense amount of time required—time better spent preparing new programming—in preparing a 'defense' to similar charges; the ever present threat to license renewals inherent in such rules; and the like.

"In short, the issue is not alone whether television journalism will be too bland; it is whether it will be free enough not to be bland."

NBC President Julian Goodman summed up the network's position in his affidavit. "NBC does not ask for praise by the government for its prize-winning investigative reporting; it does ask for what we believe the First Amendment promises—freedom to do our job. The 'Pensions' ruling of the staff does not permit us that freedom."

The staff ruling was issued at the same time "Pensions" won a George Foster Peabody Award, which characterized the special as a "major contribution to public awareness of a compelling social problem" and a "shining example of superlative investigative reporting."

Investigative reporter receives fellowship

Jay T. Harris, co-author of the *Wilmington* (Del.) *Evening Journal's* award-winning series on narcotics trafficking in northern Delaware, has received a fellowship from the Urban Journalism Center of the Medill School of Journalism, Northwestern University. Harris, 24, will take a one-year leave of absence from the paper, beginning July 1, to study. He will receive a stipend of \$225 a week, plus tuition. He will be studying the possible applications of social science research techniques to journalism and may teach a course at Medill on the use of computers in journalism.

Winship fears council will inhibit editors

Thomas Winship, editor of the *Boston Globe*, said the last thing the press needs now is more "stultifying inquiry" from "artificial press councils."

Participating in a panel discussion in Boston June 12, Winship said he fears the council would inhibit editors from taking chances which are necessary to good journalism. He said the *Globe* prints self-criticism of its own stories, runs corrections almost daily, and meets regularly with community groups who take issue with its story treatments.

"I'm tired of being talked to about accountability," he said. "We have cold cash accountability: \$25 million in pending lawsuits. The paper's best critics are its readers."

Erwin Canham, editor of the *Christian Science Monitor*, disagreed with Winship and rapped the anti-council "paranoia" of many of his colleagues. "Papers are far too reluctant to criticize each other," he said, "but we have to fight the right enemies and not against efforts to make the press stronger."

He said the press council would improve public understanding of the press by opening up channels of communication that would "needle us to do the job better."

Loren Ghigliione, editor-publisher of the *Southbridge* (Mass.) *Evening News* and a member of the National News Council, said he was concerned that the council did not have enough teeth to do the job effectively.

Charlotte paper's fine arts events win award

The *Charlotte Observer and News* has received one of 25 awards in the seventh annual *Esquire* magazine-Business Committee for the Arts "Business in the Arts" competition.

The awards are presented for corporate business support of performing and fine arts projects. The Knight paper received its award for sponsoring a series of arts events in 1972 including:

1. The *Charlotte Observer's* commissioning of an original Christmas musical for the family audience, "A Child's Christmas."

2. The *Observer's* supporting for the second year The Greater Charlotte Dance Guild; and the performances of the Alvin Ailey American Dance Theatre and the Nikolais Dance Theatre.

3. The *Observer's* presenting for the 10th year the North Carolina Writers' Forum at the University of North Carolina.

4. The *Charlotte News'* sponsoring a concert by the North Carolina School of the Arts' Piedmont Chamber Orchestra and performance by the school's dance company.

5. The presenting of 11 free art and photo exhibits in the company's lobby.

6. *Observer* Charities, Inc. returning receipts from ticket sales of sponsored art events to the community through contributions to youth-oriented groups (over \$250,000 in recent years).

Promotion

By George Wilt

IN PRAISE OF FATHER

The *Wheaton* (Ill.) *Daily Journal*, a Copley Newspaper, under publisher D. Ray Wilson, has developed a Father's Day promotion combining strong local interest and a children's contest supported by retail advertising.

The contest is similar to a Journal Mother's Day promotion, combining a coloring and writing contest, according to Arnold DeLuca, general manager.

Each of the participating merchants supported the page with advertising for four consecutive weeks prior to Father's Day, when winners are announced. The contest is broken down into four age groups: 2-4; 5-7; 8-10; and 11-12. The winner in each category gets a first prize of a \$25 U.S. Savings Bond, with a runner-up in each group awarded a gift certificate. Contest entries could be mailed direct to the Journal, or deposited with any participating merchant/advertiser.

During the four-week period, over 900 entries were received, with about half of them deposited among the participating merchants. On Father's Day, the winners were announced with a full news page, with pictures of the winning children and their fathers, along with appropriate comments.

The Contest page showed a line drawing of a dad, pipe in hand, with an adoring son and daughter, ready for coloring, and a space for a brief essay under the heading: "I love my daddy because . . ." The list of participating merchants followed, plus an entry coupon, listing categories and prizes. It appeared a week before Father's Day, and announced a Tuesday deadline.

Publisher Wilson said, "we feel that this was a good blend of reader participation and creation of additional revenue in our market area. Not only did we have the contest pages, but we also got a full news page that we thought had a lot of reader interest."

* * *

PRESS FREEDOM—A Freedom of the Press feature published in Westchester Rockland Newspapers drew requests for 8,500 reprints, with 250 schools and organizations requesting 7,800 copies, and another 700 copies for individuals. Schools were offered up to 50 copies without charge, individuals a single copy. The 1,000-line insertion presented statements about the press by Lincoln, Jefferson, Justice Black, George Washington, Winston Churchill, Ben Franklin, Napoleon, Will Rogers, Daniel Webster, John Milton, Henry Ward Beecher and Judge Murray Gurfein. Sketches of the authors by artist Frank Becerra surrounded their quotations. The feature appeared in the nine Westchester (N.Y.) Rockland Newspapers.

* * *

SIXPACK—The *East Side* (N.Y.) *Herald* and *Gramercy Herald* ran two-column in-paper ads offering a "sixpack" of newspapers—the next six issues—for 50¢. Art showed a six-pack of newspapers along

EDITOR & PUBLISHER for July 7, 1973



BELL RINGER—Participating in a "Cable Car Bell Ringing Contest" held as part of San Francisco's transportation system celebrates its centennial year are Heuwell Tircuit, music reviewer of the *San Francisco Chronicle* and Robert Commanday, *Chronicle* music critic. Tircuit won second prize in the media division of the cable car tournament in Union Square. Newspaper and television contestants showed great enthusiasm, but were easily out-performed by professional cable car gripmen.

with assorted delicatessen items, with rolled newspapers in a plastic beverage container. Publisher Herb Rothman reported 500 order the first week the coupon ads appeared.

* * *

SUNCOAST STUDY—The *St. Petersburg* (Fla.) *Times and Independent* have released their "South Suncoast Area Market Study," a compendium of data on characteristics of population and housing, community services and facilities, communications and transportation, employment and income, finance, and sales activity. The 99-page report includes a wide variety of information, with maps, profiles and projections, lists of shopping centers with number of outlets and parking spaces, schools and school enrollment figures, clubs, associations, airport traffic data, employment and payroll information, tourism figures, banks and deposits, sales activity and other pertinent market information. Copies are available from the *Times and Independent's* advertising or research departments.

* * *

DENVER DATA—Denver (Colo.) *Rocky Mountain News* has announced publication of three brochures on its mar-

ket: Food Advertising, 1972 Liquor Sales by Brand and Vendor: and Discover Denver in 1973. The latter covers three decades of growth in circulation and advertising of Denver's two daily newspapers. Copies of these reports and the Pulse report on the Denver market may be obtained from the Rocky Mountain News promotion department or the general advertising offices of Scripps-Howard Newspapers.

* * *

FOOTBALL CLINIC—More than 350 local high school players and dozens of their coaches came to RFK Stadium in Washington, D.C. to learn from the professionals at the 1973 Washington Post-Washington Redskins football clinic. George Allen and his entire coaching staff, plus a dozen Redskin players, demonstrated the finer points of the game to high school players.

For years, the Post and the Redskins have cooperated to bring varsity high school players to the Stadium for lessons on the basics of football, and "how not to get hurt." High school players are selected by their coaches. Assistant Sports Editor Marty Zad introduced the attendees to Coach Allen and the Redskins.

Guild, Toronto Star reach agreement averting strike

A contract agreement between the Toronto Newspaper Guild and the *Toronto* (Ont.) *Star*, largest newspaper in Canada was reached at 4 A.M. July 5, ending an 18-hour mediation session.

The threat of a strike hung over management and the Guild as both sides sat down for the marathon session at 10 A.M. July 4.

Details of the agreement will not be announced until after they are presented to employees next week for ratification.

Talks broke off June 23 between the newspaper and the Guild, which represents 1,350 *Star* employees. The Guild established strike headquarters two weeks ago.

Decision to meet again with a mediator from the Ontario Ministry of Labor came after a Guild members meeting attended by 850 on June 26. Guild members, by a show of heads, voted to send their bargaining committee back to the negotiating table. On June 12 Guild members, by a

vote of 532-89, had authorized their bargaining leaders to call a strike if necessary to obtain a contract to replace the two year pact that expired last December 31.

Pay raises were the key issue in the impasse between labor and management. The *Star* was offering reporters with five or more years experience a \$36 a week raise over a two year period. The top scale minimum is now \$240 a week. The Guild which represents employees in editorial, advertising, circulation and delivery-garage departments was seeking pay raises of \$50 a week for those earning at least \$240 a week.

Chris Davies, the *Star's* director of employee relations, said the salaries of five-year reporters with added merit pay would go to \$16,000 a year by July 1, 1974. He said for senior editors at the paper the average straight time earning level with company merit pay would be \$19,666 a year. Guild officials, however, say that most five-year reporters at the *Star* are now earning \$12,480 a year and will be earning \$14,352 at the end of 1974 under the company's proposal.

Pension improvements

The *Star* came in for some criticism from David Archer, president of the Ontario Federation of Labor, during a meeting of the Printing Pressmen of North America at Niagara Falls June 9. The paper was taking "an old-fashioned position" in contract talks and wouldn't help the Guild with actuarial details on the pension fund, he charged. The Guild is pushing for improvements in the pension fund and is also seeking to raise the car mileage allowance from 11 cents a mile to 14 cents a mile.

Company officials said their latest offer to the Guild "would create overall working conditions second to none in newspaper contracts in Canada." Davies said the company is willing to pay 100 percent of the premiums for the Ontario Health Insurance Plan, compared with the present payment of 60 percent.

"With fringe benefits the *Star* estimates its package at \$41 a week more for a 35 hour week," the company said.

David Gottlieb dies

David K. Gottlieb, president of Lee Enterprises, Inc., died in his home July 4. He was 59 years old.

Lee Enterprises operates 14 daily newspapers in the mid-west, Montana, and Oregon, and six broadcast facilities. Gottlieb had been president of the company since 1970. He has previously served as general manager and executive vice-president.

He was regarded as one of the leading experts in the country in the field of research and computer utilization in newspaper production.

Past Week's Range of Stock Prices

NEWSPAPERS

	6/27	7/5
American Financial Corp. (OTC)	11 1/4	11 1/4
Booth Newspapers (OTC)	17 1/4	17 1/4
Capital Cities Com. (NYSE)	40	43 3/4
Com Corp. (OTC)	3 3/4	3 3/4
Cowles Comm (NYSE)	5 3/8	5
Dow Jones (OTC)	30	29
Downe Comm (OTC)	1 7/8	1 7/8
Gannett (NYSE)	33 3/4	32
Harte Hanks (NYSE)	9	8 5/8
Jefferson-Pilot (NYSE)	27 1/2	28
Knight (NYSE)	34 3/4	33 1/2
Lee Enterprises (AMEX)	13	13 1/4
Media General (AMEX)	32 1/4	32
Multimedia (OTC)	18	18
New York Times (AMEX)	11 3/4	10 3/4
Panay (OTC)	4 3/4	4 1/2
Post Corp. (WISC.) (OTC)	10 1/2	10 1/2
Quebecor (AMEX)	16	16
Ridder Publications (NYSE)	14 1/2	13 3/4
Southam Press (CE)	31 1/4	30 1/2
Spindel (OTC)	9 1/2	9 3/4
Thomson Newspapers (CE)	12 1/4	12
Time Inc. (NYSE)	32 1/4	31 1/4
Times Mirror (NYSE)	17 1/2	17
Toronto Star (CE)	20	19
Washington Post (AMEX)	19 3/4	19

SUPPLIERS

Abitibi (CE)	10 1/2	10 1/2
Addressograph Multi. (NYSE)	12 1/2	12 1/2
Alden Electronics (OTC)	3 3/4	3 3/4
Altair (OTC)	11	11
Arco-Canadian (CE)	11	11
Bali Corp. (OTC)	10 3/4	10 3/4
B. C. Forest (CE)	16 1/2	16 1/2
Berkey Photo (NYSE)	10 1/2	10 1/4
Boise Cascade (NYSE)	9	9 1/4
Compugraphic (AMEX)	19 1/8	18
Compuser (OTC)	6	6 1/2
Crown Zellerbach (NYSE)	25	26 1/2
Cutler-Hammer (NYSE)	25 1/4	24 1/2
Dayco (NYSE)	16 1/2	16 1/2
Digital Equipment (NYSE)	80 1/2	81 1/2
Domtar (AMEX)	20 1/2	20 1/2
Dow Chemical (NYSE)	51 1/2	50 3/4
Dymo (NYSE)	16 1/2	16 1/4
ECRM (OTC)	7 1/2	7 1/2
Eastman Kodak (NYSE)	133 3/4	130 3/4
Ehrenreich Photo (AMEX)	8 7/8	9 1/4
Eltra (NYSE)	27 1/2	27
General Electric (NYSE)	56 1/2	56 1/2
Georgia Pacific (NYSE)	31 1/2	32
Grace, W. R. (NYSE)	20 1/2	20 1/2
Great Lakes Paper (CE)	21 1/2	21 1/2
Great N. Nekosa (NYSE)	43 1/4	40 3/4
Harris Intertype (NYSE)	26 1/2	25 1/2
Inmont (NYSE)	7	7 1/4
International Paper (NYSE)	34 3/4	33 3/4
Itek Corp. (NYSE)	23 3/4	24 1/2
Kimberly Clark (NYSE)	39 1/4	38 3/4
LogElectronics (OTC)	4 1/2	4 1/2
MacMillan, Bloedel (CE)	28	27
Milgo Electronics (AMEX)	14 3/4	14
Millmaster Onyx (AMEX)	7 3/4	7 3/4
Minnesota Min. & Mfg. (NYSE)	84	82 1/2
*Photon (OTC)	—	—
Richardson (NYSE)	11 1/2	11 1/2
Rockwell Int. (NYSE)	27	26 3/4
Singer (NYSE)	47 1/2	46 1/2
Southland Paper (OTC)	15 1/2	15 1/2
Southwest Forest Ind. (NYSE)	7 1/4	7 1/2
Sun Chemical (NYSE)	15 3/4	15
Wheelabrator-Frye (NYSE)	11	11 1/2
White Consolidated (NYSE)	12 3/4	12
Wood Industries (AMEX)	8 1/2	9 1/4

ADVERTISING AGENCIES

Doremus (OTC)	5 1/4	5 1/4
Doyle, Dane, Bernbach (OTC)	12	12
Footo, Cone, Balding (NYSE)	8 3/4	9
Frank, Clinton E. (OTC)	5 1/4	5
Grey Advertising (OTC)	9	8 1/2
Interpublic Group (NYSE)	13	13 1/2
Needham, Harper & Steers (OTC)	9 3/4	9 1/2
Ogilvy, Mather (OTC)	14 1/2	14 1/2
PKL Co. (OTC)	7 1/2	7 1/2
J. W. Thompson (NYSE)	14 1/4	14 1/2
Tracy-Locke (OTC)	5	5
Wills Rich Greene (NYSE)	10 1/2	10 1/2

*Trading suspended 3/26-7/3.

AAF, ADS merge

The American Advertising Federation has announced that Alpha Delta Sigma, the national student advertising society, has become the academic division of the AAF. The action becomes final in September, 1973. ADS Chairman Robert Boyd will join the AAF board as a full voting member.

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OF E&P?

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Editor & Publisher

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Nature of Business

☐ My remittance is enclosed.

\$10 a year, U. S. and Canada; all other countries \$25 a year.

GIs complain when 'Doonesbury' is yanked

It wasn't military censorship that yanked Garret Trudeau's syndicated comic strip "Doonesbury" for a week from the European edition of *Stars and Stripes*.

Managing editor Mort Proctor and editor Edward McGrath decided the strip was becoming "too political" and dropped it on June 4.

Nearly 300 letters of protest poured into the offices of the 125,000 circulation newspaper, mainly from young enlisted men and their families. They assumed "military censorship" was the reason.

The editors returned the comic to the newspaper. Fred Shaine, director of New York operations for Stars and Stripes, told E&P "There was no military pressure of any kind. We were pleasantly surprised to see that prominent stateside newspapers had joined us in deleting certain episodes."

Several papers recently dropped a "Doonesbury" episode showing a character declaring former U.S. Attorney General John Mitchell guilty.

"Doonesbury" is carried by 358 newspapers, Universal Press Syndicate said.



GAVEL EXCHANGE as the National Cartoonists Society installs its new president Bill Gallo of the New York News. From left, Gallo, Jack Tippit, retiring president; and Otto Soqlow, a past president and installing officer.

Bus owners get ad manual, ideas

The National Association of Motor Bus Owners, (NAMBO), has distributed an advertising-promotion manual prepared by NAMBO and Ehrlich-Harris-Manes & Associates.

The manual, "The Bus Bu\$\$\$ine\$\$ Builder," was prepared for local NAMBO members" to be tailored by individual bus companies to their individual local requirements."

It contains proposed and suggested ads for radio, tv and newspapers. And it also explains media buying, graphics and promotions that can be used to "implement a complete advertising campaign."

It suggests that local owners make use of available help. "If your local newspaper offers an art service, put it to work, through the newspaper salesman, to make up your ads with the ideas you want."

Cook and Poynter elected trustees

Stanton R. Cook and Nelson Poynter were elected to the Board of Trustees of the American Newspaper Publishers Association (ANPA) Foundation at the annual meeting in New Orleans, Louisiana.

Cook is the publisher of the *Chicago Tribune*. He has been with the newspaper since 1951, serving as a production engineer, assistant production manager, director of operations, general manager and publisher.

Poynter is chairman of the board of the *St. Petersburg (Fla.) Times and Evening Independent* and holds the same position with Congressional Quarterly, Inc., Washington, D.C. He has been associated with the *St. Petersburg* newspaper since 1928.

The following trustees were reelected to the ANPA Foundation Board: Harold W. Anderson, *Omaha (Neb.) World-Herald*; Joe M. Dealey, *Dallas (Tex.) News*; David K. Gottlieb, Lee Enterprises, Davenport, Iowa; Allen H. Neuharth, Gannett Newspapers, Rochester, N.Y.; and Joe D. Smith, Jr., *Alexandria (La.) Town Talk*. The following officers were reelected to one-year terms: Joe D. Smith, Jr., president; David K. Gottlieb, vicepresident; Stanford Smith, vicepresident; Richard C. Steele, secretary; and Franklin D. Schurz, treasurer.

It was also announced that the following persons will retire from the ANPA Foundation Board of Trustees in 1973; J. Howard Wood of the *Chicago Tribune*, Robert L. Taylor of the *Philadelphia Bulletin*, William F. Schmick, Jr., of the *Baltimore Sun* and Crosby N. Boyd of the *Washington Star-News*.

A daily harassment. Fred is ignored by life — but not by readers.



FRED & OTHERS

Deaths

HUGH WAGNON, 66, editorial writer for Scripps League Newspapers Inc. and former Associated Press bureau chief and publisher of the *Carlsbad* (N.M.) *Current Argus* (1966 to 1969), Chester (Pa.) *Delaware County Times*, and *Idaho State Journal* in Pocatello; May 31.

JACK N. PITLUK SR., 76, onetime advertising director of the *Austin* (Tex.) *American* and founder of an ad agency in Austin in 1919.

HARVEY H. BARCUS, 74, sports writer for 56 years at the *Detroit News*, who retired in 1963, but continued to write a weekly "Kennel and Bench" dog column; June 21.

FREDERICK P. WALL, 57, publisher and editor of the *Chicago* (Ill.) *Courier*; June 18.

MRS. VERA STERLING, 88, former music and society editor for the *Indianapolis News*; June 17.

WILLIAM A. LILLY, retail advertising representative with the *Providence Journal-Bulletin* for nearly 30 years; June 12.

ROBERT C. ELLIOTT, 69, former chief editorial writer and editor with the *San Francisco News* for 16 years; June 6.

JAMES H. NOONAN, 78, retired assistant managing editor of the *Boston Record American*; June 21.

OAKLEY R. FANNING, 81, retired makeup editor of the *Buffalo Evening News*; recently.

MARGUERITE NELSON OSBORNE, former editor of the *Williamsburg* (Va.) *Gazette*; Mar. 24.

JAMES EARL RATCHFORD, 48, sales representative for Ludlow Typograph Co.; June 17.

JAY CARMODY, 73, drama critic for the *Washington Evening Star* for 28 years; June 18.

CHARLES TOPP, a newspaperman associated with the *Springfield* (Ill.) *Sun*; June 17.

TED R. SMITH, 66, publisher of the *Morton* (Ill.) *Tazewell County News*; June 16.

J. H. BUTLER, 79, retired executive vicepresident and general manager of the *Houston Chronicle*; June 20.

FLORENCE HAIGH PALMER, 89, widow of CHARLES W. PALMER, former editor of the *Woonsocket* (R.I.) *Call* and the mother of ANDREW P. PALMER, present editor and publisher of the *Call*; she had served as an officer and director of the *Evening Call Publishing Co.*; June 12.

LAWRENCE BENDINER, 72, a former reporter for the *Brooklyn* (N.Y.) *Daily Times*, the *Bronx Home News* and the *Long Island Star*; June 6.

BETTY RUNCIE, 47, fashion editor of the *Vancouver* (B.C.) *Province*; June 12.

BEATRICE E. MACPHERSON, 75, former art critic for the *Tucson* (Ariz.) *Daily Star*; recently.

CHARLES OTTO UNFUG, 77, retired publisher of the *Walsenburg* (Colo.) *Independent*, the *Fort Collins* (Colo.) *Express Courier*, the *Brush* (Colo.) *News* and the *Sterling* (Colo.) *Farm Journal*; June 7.

THOMAS D. KENNEDY, 59, night makeup editor of the *Cincinnati Post* and *Times Star*; recently.

DONALD STARR, 67, retired assistant managing editor of the *Chicago Tribune*; June 4.

PATRICK L. CARTY, 89, founder and president of Media Records Inc. from 1940 to 1946 when he retired; June 26.

WALTER SNOW, 68, retired (1971) as city editor of the *Willimantic* (Conn.) *Chronicle* and author of poetry and mystery novels; June 28.

Business writers win awards in Canada

Six Canadian newsmen were singled out for awards in the first National Business Writing Awards contest sponsored by the Toronto Men's Press Club and the Royal Bank of Canada.

The winners were: Gerald McAuliffe, *Toronto Globe and Mail*; Michael Barkway, *Financial Times*; Raoul Engel, *Financial Post*; Peter Duffy, *Truro News*; Joan Nankivell, *Weekend Magazine*; Beatrice Riddell, *Financial Post*.

The annual competition is open to any Canadian journalist. Each winner receives a \$450 cash prize.

McAuliffe's award was for his articles on the Ontario Workmen's Compensation Board in the category of business news or investigative reporting.

His articles dealt with dissension at the top levels of the WCB. One story told how two penalties for poor safety records levied or considered against them were dropped. Another article told how an auto manufacturer withdrew from an anti-WCB lobby; and how a WCB executive purchased an executive-driven Ford indirectly from Ford of Canada. The investigator, at the time, was looking into a Ford appeal against a board penalty.

His stories provoked a legislative committee inquiry into the WCB's operations and the Ontario Government later named a task force to look at the board's claims and appeals procedures. The task force is conducting hearings.

An item on the parking crisis in Truro, Nova Scotia brought an award for distinguished writing of a business feature to Duffy of the *Truro News*.

Schurz daily celebrates 100th year in business

The *Hagerstown* (Md.) *Herald*—celebrated its 100th anniversary with a 104-page tabloid insert with stories and old pictures relating to the history of the community.

Two dinner parties were held—one for approximately 350 advertisers and community leaders—and one for the 152 employees of the *Herald-Mail Co.*, at which time a 25-year club for employees was formed. Certificates and pins were given 23 employees with 25 or more years of service. The company also publishes *The Daily Mail* (e) which will mark the 150th anniversary of its founding in 1878.

Mrs. Morton Phillips (Abigail Van Buren), "Dear Abby" columnist, entertained the party for advertisers and Gordon Beard, AP sports editor, entertained the employees. Attending the affairs were Franklin D. Schurz, Sr., president of the *South Bend* (Ind.) *Tribune*, which owns the *Herald-Mail*, and other executives of the *Tribune*.

Space and aviation stories win awards

Winning newspaper entries in the Aviation/Space Writers Association competition were presented with awards during the AWA's 35th Annual News Conference and Meeting (June 10-14) at Las Vegas.

The winners receiving \$100 cash awards were as follows:

Newspapers over 200,000 circulation
Aviation: Edwin G. Pipp, aerospace writer, *Detroit News*, for his series of articles on "The Air War—Vietnam."

Space: Robert C. Cowen, feature editor, *Christian Science Monitor*, for his series of articles entitled: "Space: The Challenge Ahead."

Newspapers under 200,000 circulation
Aviation: Eric Filson, city editor, and staff writers Stacey J. Bridges, Linda Miklowitz, Skip Perez and Dave Reddick, *Gainesville Sun*, for their special report on "The Gainesville Airport."

Space: Sanders H. LaMont and staff of *TODAY*, for their coverage of Apollo 17: "The Final Mission to the Moon."

Doyle Dane Bernbach earnings decline

In the six month period ending April 30, 1973, Doyle Dane Bernbach's gross billings and sales were down 1.1% from a year ago.

Principal factors responsible for the decline in earnings were: discontinued advertising accounts in mid-1972; start-up costs on new accounts acquired in late 1972 and early 1973, and start-up operations in Italy and Switzerland.

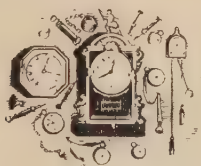
The agency declared a dividend of 24¢ per share for the current calendar quarter on its common stock.

Classified Advertising

**BENEFIT FROM OUR VAST
NEWSPAPER AUDIENCE**

FEATURES AVAILABLE

ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

GENERAL

GET SMART: "Ask Aunt Madge," 6 questions and answers column. Free samples. Madge, 3757 Macbeth, San Jose, Calif. 95127.

PARENT TIPS

PAUL'S PARENT TIPS—Lively answers to questions all kids (and adults) pose. 20 years experience. Samples. P. Burns, 436 Morse, Dayton, Ohio 45420.

TRAVEL

YOUR WEEKLY TRAVEL and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

WEEKLY FEATURES

EDITORIAL CARTOONS and comment, church directory illustrations, horoscope, movie reviews, crossword puzzle, humorous cartoons, other quality features for the weekly editor (off-set only). Prices for all (11) features start at \$6.50, based upon circulation.

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P.O. Box 995, Newnan, Ga. 30263.
Ph.: (404) 253-5355

SYNDICATE DIRECTORY

Use the special order form below to place your features available ad in our Special Syndicate Directory Issue of July 28.

ANNOUNCEMENTS

BOOKS AVAILABLE

"2-Color Guide For Half-tone Printing"

Shows how to add color safely, creatively, and attractively to books, catalogs, and promotional printing. Eliminates guesswork and costly mistakes. Price \$24.50—Available to rated firms on 10-day inspection.

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BUSINESS OPPORTUNITIES

INVESTMENT OPPORTUNITY for person who wants to get with young aggressive new organization. We started our 1st issue June 17th and had a circulation of over 100,000 free distribution on mass saturation basis. Fantastic results. Looking for partner who wants to move forward and has working capital. Call Mr. Hunter (312) 471-2734.

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ANNOUNCEMENTS

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THE SYNDICATE DIRECTORY IS COMING! IN THE JULY 28 ISSUE OF EDITOR & PUBLISHER

It's an issue publishers will keep and refer to all year long when looking for new material. Use this special order form to place a classified ad in our Features Available Section—and have your personal representative to publishers all over the world!

DEAR E&P:

Attached is my Features Available ad.

Run it _____ times starting in the _____ issue. The classification it should appear under is _____

Name _____

Address _____

City _____ State _____ Zip _____

CLASSIFIED ADVERTISING Order Blank

Name _____

Address _____

City _____ State _____ Zip _____

Authorized by _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N. Y. 10022

NOTICE

Due to the price freeze, the rate increase scheduled to go into effect July 1, 1973 has been postponed for 60 days, or until permitted by government regulation.

CLASSIFIED

Advertising Rates

"POSITIONS WANTED"

(Payable with order)

4-weeks\$1.10 per line, per issue
3-weeks\$1.20 per line, per issue
2-weeks\$1.30 per line, per issue
1-week\$1.40 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy

Air-mail service on box numbers also available at \$1.00 extra

Do not send irreplaceable clippings, etc. in response to "help wanted" advertisements until direct request is made for them. E&P cannot be responsible for their return.

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted, unless credit has been established.)

4-weeks\$1.60 per line, per issue
3-weeks\$1.70 per line, per issue
2-weeks\$1.80 per line, per issue
1-week\$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.
Air-mail service on box numbers also available at \$1.00 extra.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.45 per agate line—\$48.20 per column inch minimum space.

WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York Time

Box numbers, which are mailed each day as they are received, are valid for 1-year.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022

(212) 752-7050

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

PRIZE-WINNING WEEKLY, long-established, in New England seacoast town needs business-oriented publisher to take maximum advantage of growth opportunities. Box 1110, Editor & Publisher.

COLORADO OFFSET WEEKLY grossing \$147,000, beautiful growing town. MAINE OFFSET WEEKLY gross \$133,000, growth area, lovely setting. MISSOURI OFFSET WEEKLY should top \$70,000 gross 1973, excellent cash flow, bargain price \$50,000 with \$15,000 down. All above exclusive. Robert N. Boltho, Krebhiel-Boltho, Box 133, Emporia, Kans. 66801.

AREA 3 — Tidewater weekly since 1883, gross \$65,000, net \$23,000. Ideal couple situation; lease with option, buy 25% down \$59,000 or coop 50/50 of net, open to reasonable purchase plans. Box 814, Editor & Publisher.

Rocky Mountain Newspapers
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(303) 279-6345

NEWSPAPERS BROKERED, bought and sold. Robert Cunningham, President, United Communications, Inc., P.O. Box 1029, Georgetown, S.C. 29140. Tel: (803) 646-8655.

OFFSET WEEKLY, ZONE 1, QUALIFIED BUYERS ONLY, PLEASE. BOX 107, EDITOR & PUBLISHER.

UPSTATE NEW YORK, absentee owner, gross \$46M—sell \$20M, excellent terms on this weekly tab, circulation 2000 cpls. Box 1077, Editor & Publisher.

NEWSPAPERS WANTED

EXPERIENCED NEWSMAN seeks to buy all types of community weekly papers. \$80,000-200,000. Box 1087, Editor & Publisher.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.
DIXIE NEWSPAPERS, INC.
P.O. Box 41, Gadsden, Ala. 35902
Ph: (205) 546-3356

LET US HELP YOU get top price for your newspaper. Newspaper Service Co., P.O. Dr. 12, Panama City, Fla.

EXPERIENCED MANAGER wants small daily weekly. All Areas. Box 823, Editor & Publisher.

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SEMINAR, Quarterly Review for newspaper and Copy Newspapers. Come to the training hardest to find a new ground in reference to the old. That nothing is ever right about newspaper business in the new Journal Review and nothing is wrong about it in Editor & Publisher. Meet S. Hayden, editor of Detroit News. Sample copy and introductory offer, one year \$2, one-third off. Box 1530-E, La Jolla, Calif.

PUBLICATIONS FOR SALE

MONTHLY BOATING PUBLICATION, tremendous potential headed for \$100,000 gross, available in 6 months. \$50,000 down. Zone 9, Box 1093, Editor & Publisher.

TOPICAL MONTHLY on newsprint, established 1949, 10M paid, last issue October, first issue takes title, magazine list. Phone (415) 254-7681

IDEAL COUNTRY COUNTRY. Lake Concha, Mexico. \$3,475. No down. No mortgage. Free brochure. Box 2003MS, Alabama.

MACHINERY & SUPPLIES

COMPOSING ROOM

COMPUGRAPHIC MODEL 2961 TL. For immediate delivery. Used only 3 months. \$6,950—includes installation, training, standard news type strip, width plug and unconditional warranty. For further information, contact INLAND NEWSPAPER MACHINERY CORP., 1720 Cherry St., Kansas City, Mo. 64108. (816) 221-9060.

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Smoothly waxes proofs, newsprint, overlays & film. No waxy ridges, dry areas, wax core at edges or wax bleedthrough. Clean printing. Practical. Convenient.

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WHO NEEDS TURTLES? You do if you don't use jmSpacemakers. 3444 Country Club Dr., Medina, Ohio 44256.

THREE 713-10-20 PHOTONS FOR SALE

In excellent condition. Equipment includes: 713 lens kit, fonts and drums—consisting of Techno, Times Roman, Universe, Chelmsford, Bodoni, Crown, Dow. Complete set of manuals and schematics, including program tapes. All for an outstanding price of \$42,000.

For information call Mr. Joe Compefelice at Comprint, Gaithersburg, Maryland 20850. (301) 948-1520.

JUSTOWRITERS — COMPUGRAPHIC All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 255-7614.

ALL MODELS

Linotypes—Intertypes—Ludlows
PRINTCAPT REPRESENTATIVES
136 Church St., N.Y.C. (212) 964-1370.

GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justowriters, used Compugraphics, Fototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm Quick, ATF, Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, N.Y.C. 10010.

ELECTRONS, COMETS, two Model 225 Vandercook Proof Presses, Model 323 Vandercook cylinder full page proof press, Kemp remelt system & pig mold, not an dump cart lift, with 6 carts, 30 tons standard Linotype metal. Steel chases. All items sold as is, where is. The Washington Star News, 2nd and Virginia Ave. S.E., Washington, D.C. 20003. Ph: (202) 484-4760, L. A. Larson.

JUSTOWRITERS—Complete set, \$975. One input, \$825. Photo-Offset Publishing Co., 536 State Highway 33, Trenton, N.J. 08619. (609) 587-4900.

MAILROOM

STACKERS, two Mark III Cutler-Hammer, used less than 3 years; in surplus due to change in production procedures. Asking \$32M inclusive of spare parts—which is much less than half. Best offer. (212) 656-7202.

HELP WANTED

MAILROOM

MAIL ROOM & GRAPHIC ARTS EQUIPMENT AT SACRIFICE PRICES

3 CHESIRE Automatic labeling machines, Model 525 with conveyor, also Model E and C.
7 BELL & HOWELL (Phillipsburg) automatic inserting and mailing machines, 4 station expeditor Model 7200, 6 station, 4 and 6 station master mailers and 2 others.

PHOTO-TYPOSETTER, headliner, varityper and ITEK platemaster, also Thomas collators, with electric staplers and folder, IBM MT-SC computerized composing system with 2 IBM compositors and certificate for new M/A includes 50 mag tapes, and 30 ball elements, ATF Photo Typesetter system.

IMB MT-ST, with 2 stations and IBM composer (stand alone), Magna-Craft L-167 head, Pitney-Bowes tickometer and postage machines, 2 paper joggers, Friden flexowriters, Justowriters, postage scales, ATF Chief, 17 1/2"x22 1/2". Multilith model 1850 with chain delivery, and Multilith model 2024 with chain delivery, size 20"x24", also 2-1250's and Royal-Zenith 14"x20" and Davidson model 700, also Heidelberg 10x15 (windmill).

NCR model 395 computer (120 totals), with sorter and key punch, and IBM Executive typewriters and Selectric typewriters.

NO REASONABLE OFFER REJECTED. Please phone collect: (313) 584-4300, MICHIGAN SYSTEMS RESEARCH CO., 650 Schaefer Rd., Dearborn, Mich. 48126.

TRADE-INS...

Used MUELLER EM-10 newspaper inserting machine with 4 insert stations.

2 used Diddle-Glaser stuffers with 2 insert stations each.

MUELLER-MARTINI CORP.

40 Rabro Drive
Hauppauge, N.Y. 11787
(516) 582-4343

FOR SALE

Automatic Saxmayer twine-tying machine, model S1500 pusher for right-handed turn from conveyor stream, warranted, operative, used 3 1/2 years, spare knitter head, spare parts kit, surplus twine, less than 50% new price, available now, \$1,600, FOB North Platte Nebraska. Contact Dick Downing, North Platte Telegraph, 315 E. 5th St., North Platte, Nebraska 69101, Tel. (308) 632-6000.

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

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4 UNIT GOSS UNITUBULAR with 50 hp main motor; 4 unit Duplex Tubular with 40 hp plus stereo equipment including Goss Roll-O-Mat molder, 2 Sta-Hi mat formers, 2 1/4 ton melting pot with vacuum casting box, Goss plate finishing machine and Sta-Hi plate router as well as Hammond flat casting boxes, Monomet flat shaver, flat routers, stereo saw, etc.
All located and operating at The Lethbridge Herald, Lethbridge, Alberta, Canada. Please direct inquiries to T. H. Adams, General Manager.

MACHINERY & SUPPLIES

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1396 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

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PRESSES & MACHINERY

AVAILABLE NOW

1967 Five Unit Color King with heavy duty Jay Folder and 40HP drive. Includes ink system, power lift, Baldwin water pots, plate jig and compressor. Capco 72" Rewinder (40" diameter) Like new—4 years old.
Cream Puff—Wood Twin Plate Router, 2 1/2" cut off, 1/4 plate thickness.
Twin Sta Hi Plate Router 22 1/2" standard.
Color deck—22 1/2".
Balloon formers—22 1/2".
3—Light Touch (green) Fairchild perforators.
2 Model D Autosetters (Star).

AVAILABLE—AUGUST 1974

10 Units Scott—22 1/2" cut off, built 1959. 6 Color cylinders, 2 Imperial 3 to 2 folders, double width, all units reversible, 24 color positions 8 of which are 3 colors.

UNIVERSAL PRINTING
EQUIPMENT CO., INC.
Lyndhurst, N.J. 07071
(201) 438-3744

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 69th St., Los Angeles, (213) 265-3131.

WEB PRESS TRADE-INS

Color King—1965
II Unit Press complete—\$34,000
III Unit Press complete—\$44,000
IV Unit Press complete—\$64,000
V Unit Press complete—\$79,000

II Unit Pacer 36—New in 1969—Rebuilt by Web Press Corporation, complete with heavy duty half-quarter double parallel commercial folder, 40hp DC drive—\$42,000.

II Unit Thatcher—Rebuilt 18 months ago by Web Press Corporation, including new helical gears, complete—\$30,000.

Rebuilt Color King units and roll stand—\$15,000.

Econ-O-Web perfecter press, one to eight units, available for immediate installation. We will take your trade. Send for our complete new and used equipment list, and the dealer nearest you.

WEB PRESS CORPORATION
200 S.W. Michigan Street
Seattle, Washington 98106
(206) 762-6770

3 SETS OF Y COLUMNS with RTP's for Goss Urbanite press. Box 1052, Editor & Publisher.

GOSS URBANITE, 6 units, excellent condition.

GOSS SUBURBAN, 6 units, new 1969.

COTTRELL V-15A, 5 units, new 1968, with folder.

COTTRELL 4 unit V-15, excellent condition.

ROYAL ZENITH Zephyr, 2 unit with folder.

URBANITE QUARTER FOLDER—Will guarantee, like new. Also COLE MODEL 106 quarter double parallel folder with cross perforator, new in 1966.

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401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

MACHINERY & SUPPLIES

PRESSES & MACHINERY

GOSS METRO 8 unit, 2 color decks. 3 unit Urbanite, complete with folder. Box 1120, Editor & Publisher.

GOSS UNIVERSAL 6-Unit Press, two color cylinders, available late fall, has stereo-type or Dyna-Flex saddles and equipment. Write George Oxford, Box 8483, Boise, Idaho 83707.

STEREOTYPE

WOOD SUPERMATIC, 1965, serial number 3632. Right hand, 22 1/2" cut-off. \$10,000 FOB our plant. Contact Magnus Smith, Independent Press-Telegram, Long Beach, Calif. 90844. (213) 435-1161.

WANTED TO BUY

WANTED

COLOR HUMPS or complete COLOR UNITS for Hoe straight-pattern double width press. 22 1/2" cut-off, 60" stagger, either impression. Need ink rails, etc., also, Box 1092, Editor and Publisher.

WANTED: Linotypes, Model 31 electric with 4 magazines. Tenakill Associates, 135 Lawrence St., Hackensack, N.J. 07602. Phone (201) 487-7717.

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Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
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PRESS TIME AVAILABLE

PAPER AND PRESS TIME available in Zone 2 SDN, Wappingers Falls, N.Y. (914) 297-3723.

Help Wanted...

ACADEMIC

TWO MASS COMMUNICATIONS teachers needed—one in news-editorial, the other in broadcasting—to begin in September in a growing program. Media experience, Master's degree and personal initiative are basic. Salary range from \$11,000 to \$13,000 for nine months, plus excellent benefits. Women and minorities welcomed. Write Chairman, Journalism Department, Mankato (Minn.) State College 56001.

ADMINISTRATIVE

BUSINESS MANAGER for successful and growing medium size daily in Southeast. Experience in newspaper bookkeeping/accounting essential. Background in other areas of newspapering helpful. Excellent opportunity for increased responsibilities and advancement with group. Box 1105, Editor & Publisher.

WANTED: Aggressive publisher for large weekly city newspaper in Mid-South. Fast growing area near metropolitan city. Send resume with experience and qualifications to Box 1091, Editor & Publisher.

WE HAVE JUST ACQUIRED the Tiffin (Ohio) Advertiser-Tribune (11M circulation) and intend to appoint a person from outside our group to be the new publisher. Please send your inquiry to Buckner News Alliance, 529 Warren Ave. N., Seattle, Wash. 98109.

HELP WANTED

CARTOONIST

CARTOONIST-GAG WRITER to ghost successful internationally syndicated comic panel. Send samples and return postage. Box 1123, Editor & Publisher.

CIRCULATION

LARGE MORNING and Sunday in Zone 2 seeks an experienced home delivery specialist as possible assistant circulation manager. This is a rare opportunity for person who feels qualified for future circulation manager position with one of the largest publishers in the U.S. Send complete resume to Box 1119, Editor & Publisher.

ASSISTANT CIRCULATION MANAGER for growing Zone 3 morning paper. Must be strong on promotion, familiar with ABC and good with adult and young carriers. May now be District Manager on larger paper or Circulation Manager on small one. Box 1128, Editor & Publisher. All replies in confidence.

CIRCULATION MANAGER

needed to meet the challenges of a high-growth area. Next 5 years should see circulation grow 25%. Energetic, goal-oriented person needed who can conceive, plan, organize, manage and implement the staff, sales and distribution programs necessary to meet the challenges offered. Individual must be very strong in human relations and able to plan for and motivate people to their utmost ability.

Our afternoon offset daily, nearing 20,000 circulation, is located in excellent Zone 4 community.

Position offers unusual opportunity for personal and professional development, achievement-oriented pay and excellent company paid benefits.

If you want to learn more about this challenging and rewarding opportunity, send us your resume describing yourself, experience, salary requirements and availability for interview at our expense. If you're truly interested, we want to see you and for you to see us, our paper and our market.

Box 955, Editor & Publisher

13,000 DAILY in ideal growing area needs a Circulation Manager to take charge of department. Must be a worker. Send complete resume and salary requirements to Business Manager, Roswell Daily Record, P.O. Box 1897, Roswell, N.M. 88201.

OPPORTUNITY with a good future starting as Home Delivery Manager. Must have supervisory experience and be thoroughly schooled in a district manager/carryer-type organization. Area 9 newspaper is re-organizing and offering good, solid future, company car, excellent employee benefits including retirement program, good starting salary. Box 1134, Editor & Publisher.

CIRCULATION MANAGER

Daily and Sunday newspaper in fast-growing Zone 5 suburban area actively seeking experienced circulation manager with proven track record. Top-notch product to support your efforts to build readers, manage staff in competitive area. Excellent potential for growth and earnings. If you believe you are up to this challenge, send resume with salary range requirements to Box 1048, Editor & Publisher.

LARGE GROUP of Suburban Weeklies—Zone 8—(\$8000 net paid) introduce voluntary paid in untouched booming areas of private dwellings and apartment units. Voluntary paid experience a must. Good starting salary, car allowance, bonus arrangement, many fringe benefits. Applicant accepted will report directly to Circulation Director. Opportunities for advancement are unlimited. In strict confidence to Box 1116, Editor & Publisher.

HELP WANTED

CIRCULATION

SMALL PACIFIC NORTHWEST daily is looking for a circulation manager. If you are second, or even third, on a growth-oriented circulation staff this could be your best opportunity. Potential here for substantial growth in circulation and for promotion to high levels within a moving organization should you succeed. We need someone who can direct sales and organize our carriers so that customer service is no problem. If you like outdoor recreation, we are in the heart of some of the best. Resume in strict confidence to Box 1094, Editor & Publisher.

CIRCULATION MANAGER

24,000, 6-day PM, 400 carriers, located in Zone 2. Growth potential now. Good salary with incentive. Must be aggressive and experienced in carrier management and promotion. Must have background of sales accomplishment plus ABC experience. Should be strong in systems and procedures. Send complete resume with references to Box 1074, Editor & Publisher.

ALAMOSA (COLO.) VALLEY COURIER—A 5-day, 5,500 circulation evening daily. Isolated market in the heart of the Rocky Mountains. Beautiful, growing area, ideal for outdoor activities including hunting, fishing, skiing, etc. 4-year state supported college. Supervise 33 carriers, 2 motor routes and large mail circulation. Top award-winning offset product you can be proud to sell. Pay to \$11,000 annual, commission salary and bonus for the special person to handle this job. Mail particulars to Ken Green, Publisher, The Valley Courier, P.O. Box 1099, Alamosa, Colo. 81101 or call (303) 589-6661.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER

We need a proven sales person/administrator to meet the challenges of classified sales on New England's fastest growing daily newspaper. Must be an ad producer, handle telephone training and sales, organizer, promoter and manager. Excellent salary, incentives and fringe benefits. Above average opportunity to move with a fast moving organization. Submit your resume and record of lineage accomplishments to Box 1109, Editor & Publisher.

DISPLAY ADVERTISING

THE JOURNAL INQUIRER, New England's fastest growing daily, has opening for 2 advertising salesmen. Experienced only. Salary, commission, expenses. Write in confidence to Mr. J. Shaw, Vice President Advertising, 13 Park St., Vernon, Conn. 06066.

ADVERTISING MANAGER for New Jersey's largest twice weekly PM publication, 87,000 circulation and growing. Good salary, car allowance, plus bonus and fringes. Send complete resume to Box 1082, Editor & Publisher.

MIDWEST DAILY with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be you go from there. Central Illinois position with one of our papers in the next year. We need an enthusiastic replacement who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience \$18,000 plus to start. Advertising Director job pays \$24,000 plus. Send resume to Box 808, Editor & Publisher.

MID-AUGUST OPENING for an account man. Salary and commissions should average \$575 monthly to start. You go from there. Central Illinois 7-day paper of 40,000 circulation. Send full resume to box 1138, Editor & Publisher

HELP WANTED

DISPLAY ADVERTISING

AN ESTABLISHED growing territory is open on the staff of The Journal Messenger, Prince William County's tri-weekly community newspaper. Position offers base salary plus incentive for expanding sales. Good company benefits with car allowance and pleasant working conditions. Outstanding opportunity for individual capable of organizing his time, understands advertising sales and can make a good impression. Send letter/resume to Advertising Director, The Journal Messenger, P.O. Box 431, Manassas, Va. 22110.

ADVERTISING MANAGER—Experienced but useful ad man, strong on creativity and ad design, wanted to join and help plan a new, quality newspaper that will cover the New Hampshire sea coast. Selling technique must be natural, appealing to the intelligence of the advertiser. Prefer New Englander. Send resume to Box 1101, Editor & Publisher.

EXPERIENCED ADVERTISING SALESMAN for a 29,000 morning daily which is growing constantly with the city. Wonderful opportunity for the right person to work up in a growing chain of good newspapers. Located on the Gulf Coast in northwest Florida. Send full resume and qualifications to R. E. Lea, Advertising Director, News-Herald, P.O. Box 1940, Panama City, Fla. 32401.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now. Area 5. Send references to Box 740, Editor & Publisher.

NATIONAL ADVERTISING MANAGER for 100,000 circulation PM newspaper. Salary \$18-20,000. Send resume to James Durante, Advertising Director, Herald News, 988 Main Ave., Passaic, N.J. 07055.

WANTED: DISPLAY SALESMAN to join a small aggressive Midwest daily. Complete offset plant with newest equipment. An excellent opportunity for a self-starter willing to learn. Must have ambition to succeed and desire more money for conscientious effort. Salary plus liberal commission, mileage, fringe benefit package. Send resume with earnings required to Box 1122, Editor & Publisher.

EDITORIAL

NEWS EDITOR for fast growing PM daily in beautiful Florida city. Must be good editor and head writer and able to take responsibility. Pay commensurate with experience. Mr. Stine, Daily News-Chief, Winter Haven, Fla. 33880. (813) 293-2191.

COPY EDITOR

Experienced newspaper copy editor needed for quality conscious Georgia AM daily. Must be able to put spark in copy, write snappy heads and demonstrate imaginative layout ability. Good opportunity for advancement. Salary negotiable, excellent fringe benefits. Only Southeastern residents need apply. Send resume to Max Roberts, The Columbus Enquirer, P.O. Box 711, Columbus, Ga. 31902.

EDITORIAL ASSISTANT for educational association: 70% editorial work, 30% secretarial; must have some journalistic experience. Send resume and writing samples to Carl Balcerak, NCEA, No. 1 Dupont Circle, Suite 350, Washington, D.C. 20036.

COPY EDITOR

Desk job available immediately in the Midwest on one of the country's outstanding morning metropolitan newspapers. Experience in editing and headwriting essential. Journalism graduate with a minimum of two years experience preferred. Excellent salary and generous employee benefits. Write Box 800, Editor & Publisher.

HELP WANTED

EDITORIAL

SCIENCE WRITER

General Motors Research Laboratories has need for a science writer—preferably with an MS in science writing or a technical degree—who can translate research achievements of PhD's into interesting readable articles, news releases, speeches, and internal reports. Experience in writing on technical topics is essential.

If these positions interest you, please forward your resume and writing samples to:

L. R. Buzan, Head
Technical Information Department
General Motors Research
Laboratories
Warren, Michigan 48090

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EDITORIAL person for newly created position as assistant to the director of the Communications Department of the National Catholic Reporter Publishing Company. Department now publishes a liturgy service and a ministry newsletter, and produces audio-cassettes. Other projects pending. Opportunity for responsible person with strong editing skills, writing ability and, preferably, some background in religious education. We are looking for a self-starter who can come up with ideas and implement them in both print and aural media. Send resume, salary expectations and writing samples to: Mr. Terry P. Brock, NCR, P.O. Box 281, Kansas City, Mo. 64141.

EDITOR

needed for Chicago or New York based publishing company of Magazine. Unusual opportunity for individual with experience, imagination and high standards. Five years general magazine experience. Send resume and salary history to: Box 1115, Editor & Publisher.

SLOT PERSON for New York City financial daily. Experienced head writer, copy editor and layout ability. Must be able to supervise young rim and work under early deadline pressure. Good salary, benefits. Box 1107, Editor & Publisher.

NEWS EDITOR

Thoughtful hard working pro sought by progressive 25,000 PM daily in pleasant Ohio city of 45,000. Right person cares deeply about a quality news operation and can draw superior performance from a young and able staff. Write Bill Rogers, Managing Editor, The Advocate, Newark, Ohio 43055.

REPORTER to cover outside general news and photo assignments. P.O. Box 1486, Jupiter, Fla. 33458.

COPY EDITOR

South Florida AM daily needs two copy editors who can professionally edit and write bright heads. Must know layout or be willing to learn. Resume to Managing Editor, Sun Sentinel, P.O. Box 131, Ft. Lauderdale, Fla. 33302.

HELP WANTED

EDITORIAL

NEWS EDITOR sought by fast-growing Midwestern daily in university city of 50,000 adjacent to metropolitan area. Job involves handling AP wire and wirephoto, copy editing, headline writing, layout, helping direct reporters and photographers, and general responsibility for the day-to-day news operations. Congenial, polished person with initiative and enthusiasm wanted for this job, which carries the opportunity for enterprise and innovation. Some experience preferred. Reply in confidence to Box 1090, Editor & Publisher.

NATION'S LARGEST PAPER has excellent, high paying job for copyeditor. Must have solid judgment in evaluating and handling copy. Attractive atmosphere and top working conditions on Florida's fabulous Gold Coast. This is a terrific opportunity for the right person. Send resume to Jim Allen, Associate Executive Editor, National Enquirer, Lantana, Florida 33462.

COPY EDITOR

Do you have 1 or more years of copy desk experience? Are you able to edit copy sharply, write accurate and lively heads and layout pages?

If you answered "yes" to those questions, we have an opportunity for you on our 19,000 circulation, 6-afternoon offset paper. We are located in a friendly city of 35,000 in a rapidly growing area.

Salary commensurate with your ability, plus excellent company paid benefits. If you'd like to come and grow with one of the Southeast's most progressive newspapers, please contact Jack Hildebrand, Evening Herald, P.O. Box 11707, Rock Hill, S.C. 29730. Phone (803) 327-7161.

MANAGING EDITOR

Great opportunity for aggressive newsman with 6-8 years experience in the newspaper field. We are a daily evening paper (award winning), and we want an organizer who can train, direct, and lead a young, enthusiastic 5-man staff. Local news is our strong point. Sense of humor, ability to deal with all kinds of people and situations, like of smaller communities a necessity. (Our circulation is 100,000, and we are in northern Illinois—close to Chicago and Milwaukee. Paid holidays, vacation, Profit Sharing, insurance part of the fringes. Contact Patrick B. Mattison, 401 Whitney Blvd., Belvidere, Illinois 61008 by letter.

SPORTS REPORTER for 55,000 AM daily in seaside community, Zone 1. Prefer fresh J-school grad with interest in schoolboy sports and layout. Good salary, benefits and environment. Box 1020, Editor & Publisher.

NEWS DIRECTOR. State university in Midwestern city of 40,000 seeks experienced person to direct News Bureau. Major requirement is ability to produce quality news releases and coordinate media relations. Must have a college degree, news writing experience (preferably newspaper), supervisory ability. Open immediately. Salary \$10,000-\$12,500. Send resume and recommendations to Dr. Harvey Jacobson, director of University Relations, University of North Dakota, Grand Forks 58201. (701) 777-2731. An equal opportunity employer.

CITY EDITOR needed for 60,000 circulation daily in Midwest capital city, college town. Excellent opportunity for advancement. Some management experience necessary. \$24,000 salary. Send resume and picture to Box 1117, Editor & Publisher.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resume: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available.

New England Daily Newspaper Assn.
340 Main St., Room 527
Worcester, Mass. 01608

HELP WANTED

FREELANCE

FREELANCE TRAVEL WRITERS in various locations Far East needed for mature, stable but evolving international travel magazine. Good, exciting, personal and colorful stories and photos needed monthly. Write or submit manuscripts to Editor, Far East Reporters, Inc., 4-28, 1-home, Moto-Azabu, Minato-ku, Tokyo, 106 Japan.

MISCELLANEOUS

OPENINGS IN PENNSYLVANIA. All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

PRESSROOM

APPRENTICE OR JOURNEYMAN wanted for Goss Community press, darkroom, backshop in small offset daily. \$4 to \$6 per hour, depending on experience. Write Lew Williams, Daily News, Box 79, Ketchikan, Alaska 99901.

WEB OFFSET PRESSROOM MANAGER. Excellent opportunity for a top flight Web Offset Pressroom Manager to relocate in sunny Florida, the capital of recreation of the United States. Responsibilities include personnel and budget management, some machine maintenance procedures, and to produce a quality product. Salary dependent on credentials. All replies strictly confidential. Box 1044, Editor & Publisher.

PRODUCTION

ZONE 2 OFFSET DAILY needs working Production Manager. Good salary and fringes, new plant. Compugraphic 9000, 2961 and 4961. Reply in strict confidence to Box 1076, Editor & Publisher.

WEB OFFSET PRESSMAN

to work on morning daily as assistant pressroom foreman. Prefer previous experience on Goss Urbanite or Cottrell 845—located on Texas Gulf Coast. Ideal opportunity for right person. Write to The Galveston Daily News, P.O. Box 623, Galveston, Texas 77550 or call Grady Bynum, (713) 744-3611.

CONSULTANT NEEDED to streamline procedures in photo comp composing room of 18,000 circulation daily. Top pay available for knowledgeable person who can reduce page cost. Box 1073, Editor & Publisher.

GENERAL COMPOSING ROOM FOREMAN—Two shift operation averaging 200 pages per week, Eastern Pennsylvania daily now going cold type. Opportunity to become Production Manager. Salary mid-tens, top benefits. Box 1135, Editor & Publisher.

PRODUCTION MANAGEMENT ENGINEER

Job involves operational and project type assignments in all areas of our production department, reporting to our Production Manager. Job is available due to promotion.

Requires a thorough knowledge of newspaper production processes and methods. Prefer college graduate and experience in new cold type processes. Should have 3-6 years experience and be capable of assuming greater responsibilities. Good written and verbal communications skills important, as well as ability to develop good working relationships with all departments.

Please send complete resume with salary requirements in complete confidence to:

R. A. Hallay
Manager, Employment Services
CHICAGO TRIBUNE/CHICAGO TODAY
435 N. Michigan Avenue
Chicago, Ill. 60611

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

HIGHLY QUALIFIED MANAGER. Over 20 years front office experience in all phases of graphic arts seeks challenge in Southeast. Resume on request. Box 1095, Editor & Publisher.

CONTROLLER of large daily seeks similar position in Zone 3, 4 or 6. Experience in all phases of operations. Box 1084, Editor & Publisher.

GENERAL MANAGER/AD DIRECTOR. At 31, experience includes management of 19M daily, ad sales, newspaper ad sales and teaching university course in advertising design and sales. Box 915, Editor & Publisher.

PUBLISHER

Who says a newspaper can't be profitable and still offer readers outstanding editorial content? Not this profit-oriented news executive, 39, with knowledge of business side. Desire to lead as daily or suburban weekly group operation. Box 1112, Editor & Publisher.

PUBLISHER-GENERAL MANAGER: Can build, merge, start, close your weekly or small daily properties. Area 9, temporary permanent, available. Award winner in news and ads. Industrial engineering degree. Have run everything from 4-paper to 400-man production shop. Will consider investment or purchase from someone ready to retire. Salary \$15,000 plus bonus or incentive plan. Box 1131, Editor & Publisher.

PUBLISHER-MANAGER of weekly group, bi- or tri-weekly, or small daily. Now VP for development of weekly chain and president of subsidiary. Award winner in news and ads. Industrial engineering degree. Have run everything from 4-paper to 400-man production shop. Will consider investment or purchase from someone ready to retire. Salary \$15,000 plus bonus or incentive plan. Box 1131, Editor & Publisher.

ATTENTION PUBLISHERS: Vacationing former editor, age 42, with broad newspaper and PR experience, would appreciate a responsible position that entails a close, day-to-day association with a first-rate publication, available. Editor & Publisher. Meanwhile, anyone for tennis?

CIRCULATION

PROFESSIONAL CIRCULATOR. 25 years experience. All phases. Competitive. Top record. Minimum 25M. You'll get what you pay for. Exchange references if you can afford me. Box 1063, Editor & Publisher.

CIRCULATION MAN AVAILABLE— Experienced in large daily and weeklies with free, paid and voluntary paid systems. Prefer Areas 8 and 9. Box 1124, Editor & Publisher.

DISPLAY ADVERTISING

AD DIRECTOR, small daily, 50, BJ Missouri, \$250. Area 3,4,6. Box 1031, Editor & Publisher.

ADVERTISING DIRECTOR

NATIONAL or RETAIL MANAGER Solid, competitive, 20 year, all around sales experience. Self starter, organizer, promoter, manager. Zone 3 or 4. Box 1069, Editor & Publisher.

AA-1 ADMAN. 30 YEARS PROFESSIONAL EXPERIENCE. BOX 1085, EDITOR & PUBLISHER.

ADVERTISING SALESMAN/MANAGER— 42 year old self-starter with proven sales record on metro or large daily. Competent, aggressive with 17 years experience including competitive markets. Box 1088, Editor & Publisher.

EDITORIAL

WHEN THE INTERNS GO, it's time to hire a pro (General Assignment Reporter). More than 6 years experience in most fields of coverage. Box 1137, Editor & Publisher.

EDITORIAL

EDITOR with proven background for small-medium daily or weekly offers editorial writing, column, feature page, entertainment column, church page, book page, business, government news writing. Sober, reliable, dedicated, hard-working, top health and photography experience. Write Box 1078, Editor & Publisher.

EDITORIAL, news, feature writer available: solid background in national-international politics-economics; 20 years experience all newspaper phases. Box 1099, Editor & Publisher.

SPORTS EDITOR-WRITER, 12 years experience. Desire Zones 3, 4, 6, 8, 9. Pro, college (Big 10) heavy on local high school coverage. Good with camera, darkroom, all sports. Hot metal or offset. Box 1083, Editor & Publisher.

NEWSMAN experienced in all phases seeks spot on small to medium daily Zone 5. Call (213) 457-2175 for resume.

SEASONED PRO wants to trade smog and earthquakes for clean air and 4 seasons. Solid, varied 15 years experience. Looking for permanent spot as editor, reporter, family man. Top references. Box 1036, Editor & Publisher.

EUROPEAN WRITING POSITION wanted. 24, BS Journalism, 2 years experience on major metro daily and east. PR work. Box 1106, Editor & Publisher.

BLACK MAN, 23, single, MA Journalism, BA English, 2 years PR experience. Seeks general assignment and/or feature writing spot. Prefer Zone 9. Consider others. Enthusiastic, eager to learn. Box 1059, Editor & Publisher.

AWARD WINNING REPORTER, 5 years experience, wants challenge. Top national references, solid clips, major fellowship winner. Prefer large metro, but will respond to all replies. Box 938, Editor & Publisher.

SPORTS EDITOR job wanted. Will take full time sports work with promise of becoming editor in future. Box 1089, Editor & Publisher.

COLUMBIA COLLEGE June grad desires challenging work in journalism. Experience and drive. Box 1096, Editor & Publisher.

YOUNG REPORTER, entertainment editor seeks position writing for small-medium daily in Zone 1 or 9. Box 952, Editor & Publisher.

REPORTING OR NEWS EXECUTIVE job on aggressive daily, small or metro, sought by family man, 36, with 9 years on general assignment, politics and city hall beats for 55M and 220M dailies. Box 1062, Editor & Publisher.

REPORTER with experience on 26,000 daily desires more challenging position on larger metro staff. Politics, city hall, legislature, the courts main forte. Dependable pre-5 years experience, college graduate. Box 972, Editor & Publisher.

HARDWORKING June BA grad seeks first newspaper job. Strong academic record; editor of college weekly. Money, location no object. Willing to learn, learn and learn some more. Box 1047, Editor & Publisher.

EXPERIENCED EDITOR seeks newspaper leadership job. Proven record of quality news quality. Warm position with advancement opportunity. References. Family man. W. V. Misslin, (602) 774-1613.

10 YEARS OWNING publishing and editing 10,000+ weeklies and slick news magazine. Seek growing hungry Canadian paper who needs Jack of all, master of many. 38, reliable. Box 1118, Editor & Publisher.

EDITORIAL

BUSINESS-FINANCIAL EDITOR, extensive British and Common Market background. Former professor at Universities of Cambridge, England, and St. Andrews, Scotland, 10 years news and editorial experience. Box 1133, Editor & Publisher.

CREATIVE '73 Marquette University Journalism grad desires public relations or general reporting work in Chicago western suburb. Available mid-September. Resume and samples provided upon request. Box 1129, Editor & Publisher.

J-GRAD, August MA, University of Minnesota, wants reporting job, any Zone. Experience on metro dailies; background in courts, regional planning. Box 1132, Editor & Publisher.

AUTO RACING SPECIALIST, award winning photo-journalist, working knowledge of all forms of motorsports. Prefer daily in Florida or California. Contact R. F. Schenck, (201) 774-1472 after 6 PM EDT.

LONG TIME FEATURE EDITOR, editorial, human interest, entertainment, social service writer of Midwest daily is looking for greener pastures. All around combination man, including extensive copy desk and makeup. Married, teacher wife, minor children. Interested in papers, magazines, social agencies, corrections programs on Eastern Seaboard. Box 1014, Editor & Publisher.

JAPANESE seeks full-time correspondent or stringer position to report in Japan for overseas news media. Box 1113, Editor & Publisher.

FILM CRITIC position sought by English MA, Journalism BA with 3 years reporting experience, over 170 reviews published. Can also review books, plays, TV, rock. Box 1127, Editor & Publisher.

ACCURATE, INDUSTRIOUS reporter ready to move up from small daily. Experienced general assignment—social issues, police, local government, business. Depth reporting. Formerly with wire service, Female, Mid-20's, excellent references. Box 1125, Editor & Publisher.

EXPERIENCED editor/writer seeks newspaper, magazine or PR job in sports or outdoor field. 5 years daily sports, 5 years editor state conservation agency magazine. Hard working, conscientious. Prefers Zones 6, 7, 8 or 9. Consider any. Roger McKown, 115 W. Bridge, Granbury, Tex. 76048. Ph: (817) 326-4484.

EDITORIAL

FEMALE REPORTER. Honest, aggressive, nice, 2 years hard news, feature; some heads, layout. Daily and weekly. Want some investigative. BA U-Michigan, English. BA MSJ, Journalism. Zones 1, 2, 5, 9. Pomerantz, 2043 Golfview, #109, Troy, Mich. 48084.

NEED THE BEST news editor available? 29, talented, enthusiastic. Experience: editor, news editor, smaller dailies: copyeditor, wire editor, metro dailies, BJ Missouri. Prefer 20M or larger college city west of Mississippi—ideally, West Coast. Box 1114, Editor & Publisher.

NEWS EXECUTIVE: Currently with large daily, 25 years experience from reporter to editor. Last 12 years directed staff of 100 reporters and editors; decisive, honest, direct with organizational and executive ability and experience. Nationally known and respected. Needs new challenge. Salary high but negotiable. Box 1121, Editor & Publisher.

FREELANCE

WRITER-PHOTOGRAPHER, 20 years newspaper pro, touring California vacation resorts from Monterey to Mexico. Any West Coast assignment considered. Reasonable and professional. MacDowell, P.O. Box 82024, San Diego, Calif. 92138.

PRODUCTION

GOING INTO COLD TYPE? Computerized? Don't know how? Want the best? Contact me. I have 19 years experience and know all phases of typesetting. Willing to invest or what have you. Confidential. Prefer Midwest or West location. Box 1054, Editor & Publisher.

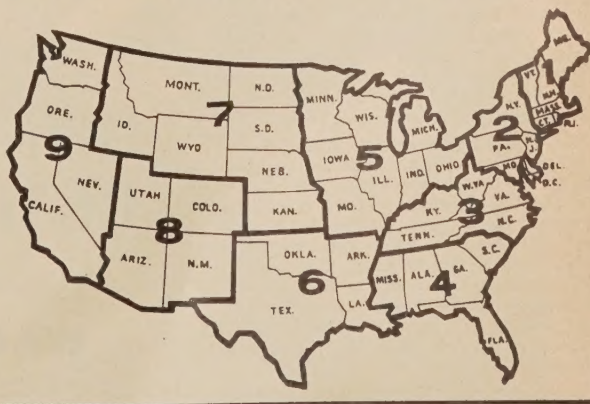
PUBLIC RELATIONS

NEWSPAPER PR/PROMOTION expert with 5 years experience. PRSA accredited. Background in special events, promotion creativity, programming, problem solving and execution. Managerial, fund-raising print production experience, too. BA degree. A real, self-starting ball carrier seeking new line-up. Box 1104, Editor & Publisher.

PUBLIC RELATIONS PROBLEM? I can offer sound background in news, radio, photography, exhibits, editing and producing publications, community relations. Loyal, sober, dedicated, sound in health. Box 1081, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

Flow and use of the news

Coverage of Latin American news can be increased by 75% in U.S. newspapers if wire editors have a better understanding of what it is all about.

Over the years many Latin American journalists, businessmen and politicians have complained that U.S. newspapers use very little news of substance about their countries as opposed to the flash coverage of political upheavals, disasters, etc. The complaint was valid for many newspapers although it could be noted that newspapers in one Latin American country used very little news about their neighboring countries.

Many unsuccessful efforts have been made to increase the flow of news from Latin America and to promote its use by U.S. newspapers. The wire services voluntarily increased their wordage from Latin America on the wires but little if any more of it was used. This was in spite of avowed interest by many publishers and editors that they wanted it.

In our opinion, they never transmitted their interest to the men on the news desk and handling the wire copy so there never was any positive action.

A traveling press seminar sponsored by the Center for Inter-American Relations, New York City, seems to have found the answer to the problem.

Wire editors from 10 U.S. dailies were taken on a three-week tour from Nov. 29 to Dec. 15, 1972. Visiting major cities in four countries—Peru, Chile, Argentina and Brazil—they had an opportunity to interview business and political leaders and to hear and see what was going on in each country.

A controlled survey before and after the seminar, conducted by Communications School at the University of Texas, found an average increase of 75% in Latin American news coverage by those papers that participated.

"Now we know it can be done," said Joseph A. Taylor, director of the Latin American Communications Program at Austin, Texas. "The figures give an overwhelming endorsement to our basic idea: There is a potentially larger interest in Latin American news in U.S. newspapers than generally has been recognized."

Ten "control" newspapers were selected to go along with the ten that had sent editors on the traveling seminar. All 20 were tabulated in September, 1972, for Latin American news usage. In February, 1973, after the seminar, they were tabulated again. None of the 20 knew of the study, and according to Taylor, "neither in September nor in February had there been any blockbuster stories out of Latin America which momentarily might have influenced the results."

There was a 75% increase in the use

of Latin American stories by those papers taking part in the program as opposed to 8% variation in 10 other dailies.

According to John M. Cates, Jr., president of the sponsoring Center, "We had thought a 5% increase in items and inches would show the trip had had an effect; 10% would have clearly shown the trip to have been successful. As it turned out, the average increase was 75% with one newspaper, the *Boston Globe*, going over 300%. The sole exception to the general trend was the *Pittsburgh Post-Gazette*."

Here are the increases in news of Latin America in the participating newspapers. The first two figures are the numbers of news items before the seminar and afterwards; the second two figures are the before and afterward measurements of column inches of Latin American news:

Dallas Times-Herald 56-90 and 446-637.
Denver Post 81-107 and 732-994.

Kansas City Star 31-69 and 268-556.
Philadelphia Bulletin 31-68 and 200-367.

San Jose News 47-95 and 297-938.
Arkansas Gazette 63-78 and 316-428.
Boston Globe 27-97 and 301-1214.
Pittsburgh Post-Gazette 40-43 and 216-200.

San Diego Union 94-184 and 1917 and 2391.

Corpus Christi Caller-Times 53-103 and 357-667.

On the basis of these results the Center plans to continue its program with visits to other Latin American countries by other wire editors.

The flow of the news has been increased. The only thing left to measure is reader interest and whether it is stimulated by this exposure.

Chief executive named

Clifton W. Sink, who was named president of Photon Inc. on May 16, was given the additional title of chief executive officer, succeeding Robert Campbell, who resigned from the Wilmington, Mass. manufacturer of phototypesetting machines.

N.Y. paper loses anti-trust case

A federal judge ruled June 30 that the *New York Daily News* violated anti-trust laws and sought to monopolize its home delivery markets.

Federal Judge Arnold Bauman ruled in a 60-page decision that the News engaged in trade restraint and illegal price fixing through its franchised home delivery agreements, particularly on Long Island.

He directed the paper and 30 independent home delivery dealers, who had sued the paper, to specify an "appropriate form of injunctive relief." He did not elaborate.

The difficulties began in 1965 when the News instituted a new system of circulation on Long Island, using carrier boys and girls who bought their papers from franchised dealers. "The record clearly indicates," said Bauman, "that the News terminated sales to most of the 30 independent dealers after they refused to participate in its price maintenance system."

Bauman said the News' refusal to deal with the dealers constituted restraint of trade.

Worcester execs elected to board

Three Worcester (Mass.) *Telegram & Gazette* executives have been elected to the newspapers' board.

They are Robert C. Achorn, vice-president and editor; Leland J. Adams, vicepresident/business administration, and Gordon A. O'Brien, vicepresident/finance and development.

Adams' duties have been expanded to include production, employee relations, maintenance, purchasing and plant security. He has been responsible for the direction of advertising, circulation and public relations.

Achorn continues his present responsibility for the news and editorial management and policy of the newspapers and O'Brien's duties include financial management, long range planning, corporate development, and labor negotiations. He also continues as treasurer of Worcester *Telegram & Gazette* Inc.

OPINION MAKERS READ IT . . . BELIEVE IT

and so do nearly a million others.

WASHINGTON STAR-NEWS

Washington, D.C.

EDITOR & PUBLISHER for July 7, 1973

fast.

When the Washington bureau chief of a national magazine called State Farm for car insurance cost data, we had our detailed research report in his hands before the day was out.

Via Telecopier hookup between our home office in Bloomington, Ill., and our PR agency's Washington D.C. office (800 miles away), we moved 34 pages of graphs, charts and statistics in time to meet his deadline.

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The News in Denver doesn't look like many other metropolitan newspapers because the News in Denver isn't like many other metropolitan newspapers.



The News in Denver is tabloid.

The News in Denver prides itself on being tabloid, and being one of the best in the nation.

The News in Denver prides itself on a challenging outlook editorially, not resting on historical laurels, but constantly striving to do better.

The News in Denver prides itself on a phenomenal growth in advertising lineage from all departments—publishing over 48,000,000 lines in 1972 and anticipating over 51,000,000 this year.

The News in Denver prides itself on its solid, consistent circulation growth with a daily circulation now over 213,000 and Sunday over 236,000.

The News in Denver prides itself on our showing in the Pulse, Inc. survey, published February 1972, which proves strength beyond our statistical base.

The News in Denver prides itself on not looking like many other metropolitan newspapers because we're not like many other metropolitan newspapers.

Rocky Mountain News, all that a good newspaper should be.

SCRIPPS-HOWARD NEWSPAPERS

